

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

VOL. XLIII. NEW YORK, APRIL 29, 1903. No. 5.

## THE J S BRIGGS San Francisco Call

JOHN D. SPRECKELS, Publisher and Proprietor.

Published every day of the year.  
Guaranteed circulation in excess of

60,000 DAILY

70,000 SUNDAY

The bulk of this large circulation is

## In the Homes

WRITE FOR ADVERTISING RATES.

ADVERTISING REPRESENTATIVES:

STEPHEN B. SMITH,  
30 TRIBUNE BUILDING, NEW YORK.

C. GEO. KROGNESS,  
MARQUETTE BUILDING, CHICAGO.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLIII.

NEW YORK, April 29, 1903.

No. 5.

## RAILROAD COPY.

The weak link in transportation advertising is copy, usually—more especially transportation literature. Railroad and steamship companies are not niggardly in making appropriations for newspaper and magazine publicity, while their literature is the most costly used in any field of business. The public seems to expect sumptuous pictures and printing when it sends for a railroad booklet, and usually gets them. But the detail of copy comes in for the least attention from railroad and steamship advertisers. Sometimes the text of a booklet is dull, or vague, or long-winded. Sometimes it lacks the advertising quality, while again it is wanting in warm human interest. The average railroad booklet almost invariably tells a good story in pictures, but when the reader attempts the text he is reminded of Doctor Johnson. In fact, the pompous railroad booklet, with its wealth of adjectives and poverty of tangible, vital facts has passed into a humorous tradition. The detail in which all advertising ought to be strongest is copy, of course—just the plain thing that one has to say. Fine pictures and printing are but added graces. They help amazingly, but cannot enliven dull text, while lively, forceful matter can make its own way without pictorial or mechanical embellishments—has done the trick time and again. There is no lack of material for good copy in railroad literature, and the chief fault seems to lie with the writers, who do not condense or choose the most interesting facts out of the many at their disposal. Railroad literature is often of the heavy descriptive sort, dealing with the color of the sky and the grandeur of the peaks. It reminds one somewhat of the philosophical guff that accompanies photographs of pretty women in certain ten cent magazines.

Mr. Henry P. Phelps, 874 Broad-

way, New York, is a "writer for business men" who has had considerable success in reforming the railroad booklet. For twenty-five years he was a practical newspaper man at Albany, doing everything in the editorial department of a daily paper from reporting to dramatic criticism. He has written several books upon dramatic and other subjects, and is a writer of thorough training, conversant with most of the methods, tricks and short cuts of the craft. About ten years ago he became interested in railroad literature, studied its philosophy and practice, and evolved methods that he thought were better than any in use at that time.

"It seemed to me that transportation advertising offered a field for the trained writer," he said recently, "and while I felt no special call to elevate railroad advertising I outlined my theories to several general passenger agents whom I knew personally. 'You are paying out a pot of money every year for printing and pictures,' I argued; 'why not pay a little more for copy? As a rule your copy is the most perfunctory kind of cobbling which nobody reads except on compulsion. Why not give it at least the semblance of literary flavor—enliven it with an occasional gleam of humor, put in some description that really describes, and make readers see that you have genuine enthusiasm about your roads and the country they traverse? People who travel are certainly intelligent enough to read the average monthly magazine—why not meet them on that literary level?' This was before the educational influence of Mr. Daniels had been felt in railroad publicity, and my views made no impression. I prepared a scheme for a travel magazine to be called the *American Tourist*, had sample pages printed and made up a dummy. This was submitted to several transportation managers, including Mr. Daniels himself, both in the United States

and Canada, but though practically the same idea has since been realized in the *Four Track News*, it did not find sufficient favor in 1892 to get itself adopted. Finally a friend of mine who believed more in my work than I did myself, brought it to the attention of Mr. Charles C. Scull, at that time passenger agent of the Baltimore and Ohio, and I was assigned to write the World's Fair book for that road on condition that I was to have \$300 and expenses if the manuscript was accepted, and nothing whatever if it was not thought suitable. The cordial letter of acceptance that I received from Mr. Scull is still among my most cherished treasures, and that was the way I started as a writer of transportation booklets and literature. Methods? Well, I have no rigid rules to lay down. Railroad copy should be as 'catchy' as it is possible to make it without sacrifice of dignity or the use of merely trivial facts. It must be humanly interesting, mildly instructive, thoroughly readable from cover to cover and always carrying convincing arguments for the route it advertises. The writer must accumulate and radiate the atmosphere of that route—which is easier than it sounds, for every railroad has features not possessed by rivals which are worthy of emphasis. There is no lack of material, but this material must be handled ably. I believe in laying stress upon special points of interest. Advertise the things that the other fellow hasn't got. If it's mountains, advertise the mountains; if it's seashore, talk about seashore; if it's desert, tell something interesting about the desert. The average railroad booklet runs to platitudes, usually. The facts are there, and good ones, too, but the writers do not know how to 'play them up.' There is too much matter to the number of facts, and readers are likely to be bored. This is a busy age, and I like to tell as large a story as possible in small space. But if the story is interesting people will read it, while you have the advantage that your reader is usually willing to read your matter, for he is one who has become interested enough in your subject to send for infor-

mation. While it is necessary that a writer be thoroughly permeated with his subject, there is always a distinct advantage in being somewhat new to your material. For example, I was asked to go to Colorado for the Rock Island a year ago. Mr. John Sebastian, the general passenger agent, thought that a booklet on Colorado written by a 'tenderfoot' would be different from the ones they were then using, which had been written by Western men. He believed that a writer who had never seen the Rockies would achieve the fresh touch if nothing more. My little brochure called 'Under the Turquoise Sky' was the result of that trip, and has been so successful that when the Rock Island's 'Golden State Limited' was projected I was commissioned to go to California, and spent several weeks in preparing the 'Golden State Limited' booklets now being used. One of these is very expensively executed, being illustrated in colors. I do not want to belittle fine printing or illustrations, of course. From some points of view the exquisite color printing in the Colorado and California brochures of the Rock Island might be deemed superfluous, but these productions go to persons of means and taste, and it little matters who receives a copy, you cannot imagine a man throwing one of them into the waste basket. From Mr. McClurg, of the Colorado Springs Board of Trade, and Mr. Wiggins, of the Los Angeles Chamber of Commerce, I have lately had assurances that these booklets have contributed largely to this year's increase in Colorado travel. But I want to re-emphasize the fact that copy is the important detail of transportation literature. To trust its preparation, as is often done, to some overworked clerk or to almost anybody who can string sentences together, is simply trifling with the advertising expenditure, and possibly defeating the work of careful newspaper and magazine advertising. The copy does the business. It is the important link in a whole chain of publicity, and should be prepared by the best writers that can be engaged for the purpose."

## THE PSYCHOLOGIC MOMENT.

*By Joel Benton.*

There is a time for all things—to work, to feast and to dance—even “to loaf” as Walt Whitman says, and take your ease. We have been told not to put off until to-morrow what can be done to-day which is a very partial piece of wisdom—simplified by having been so long embedded in a smooth proverb. But it is often the truest philosophy to postpone until to-morrow many things that can be done to-day.

A good general doesn't necessarily attack his enemy the moment he sees him. He selects the opportunity when he can take him at a distinct disadvantage which may be to-morrow and not to-day. The same principle of delay and choice of time rules in business affairs. No good salesman approaches the dealer whom he wishes to secure for a customer at an hour when he knows the circumstances are unfavorable. If he finds that it is past the dealer's dinner hour, or the dealer is ill and irritated, he simply retreats or keeps out of sight until a more opportune occasion. For it is much better to succeed to-morrow than to be defeated in your purpose to-day.

To a not inconsiderable extent this philosophy and method are applicable to the advertiser. Certain lines of his goods are sometimes not wanted at all at one time and at another they are almost made necessary, so that an intelligent announcement of bargains therein will then receive wide attention. At this period a very little discreet publicity will bring valuable returns, while a quadruple quantity of it will, at the wrong time, hardly bring a customer. I mean, of course, when the dealer expects to make a normal profit. A true closing out sale, or a genuine fire sale, or a clearance sale of the goods of one season at the beginning of another—where the prices are really halved—are exceptions that do not disturb the general conclusion, however obvious they may seem.

Dealers in flags and bunting and the like may be considered an extreme illustration. So also are those who sell straw hats. These merchants have a very marked harvest period with the balance of the year dull. After the Fourth of July the former (with the Christmas exception in the Southern States) could not probably advertise in a general way, in the newspapers at least, to much advantage, and are wise enough to pick their times and seasons.

Sometimes public events of a quiet nature lend themselves to the demand for certain articles that are little called for when these events have passed. The advertiser of these articles who follows the example of the “early worm” on such occasions is apt to find his account in it. When Lord Beaconsfield's birthday arrives in England the demand for the primrose, which was his favorite flower, is great. Presumably the enterprising florists are prepared to meet it, but those who sell the most primroses will be the ones who have chosen the proper moment in which to publish and parade their goods. If the carnation, which was President McKinley's favorite flower, obtains, as seems possible, a considerable demand when his birthday is alive in the calendar, our florists, who know what profitable publicity is, should not be long in finding the situation out.

To put forward another instance: Suppose some great occasion brought thousands together to engage in a special programme of exercises at Lincoln's grave. All the papers in the country would be obliged to make prominent news of the event. A publisher, therefore, who has either an old or a new life of Lincoln should make a prompt effort to catch the force of this public attention—not only in disseminating publicity concerning this volume among the assembled citizens but in the press at large, for the whole country when such an affair is uppermost could then be most effectively reached.

It is well, of course, to advertise certain things at any time, but it is peculiarly wise to watch the psychologic moment for re-inforced vigor and space.



Have you a friend in  
Kansas City?

Ask him if he doesn't read

**The Star**

in the evening and

**The Times**

in the morning.

Combined circulation  
200,000 a day.

---

The Kansas City Sunday STAR.

Circulation 115,000.

---

The Kansas City Weekly  
STAR goes into over 215,000  
farm houses every week.

## THE SPHINX CLUB.

In order that those readers of **PRINTERS' INK** who have been interested in reading the reports of the meetings of the Sphinx Club, which appear from time to time in its columns, may know who the members of that club are, the Little Schoolmaster has procured the names and addresses and prints them below:

### RESIDENT MEMBERS.

- Arnold, Edwin C., Bible House, New York City. Representing *Chau-iauguan*.
- Barber, J. W., 150 Nassau St., New York City. Advertising Agent.
- Berri, William, 524 Fulton St., Brooklyn, N. Y. *Brooklyn Times*.
- Binner, Oscar E., 111 Fifth Ave., New York City. Life Buoy Soap.
- Brill, Samuel, 279 Broadway, New York City. Brill Brothers.
- Britton, S., 9 Murray St., New York City. Abbey's Salts.
- Bates, Charles Austin, 130 Nassau St., New York City. Advertising College.
- Bartlett, F. E., 21 Rose St., New York City. Printer.
- Barlow, C. R., Postal Telegraph Building, New York City. Advertising Plate Co.
- Barrett, Thomas A., 52 Lafayette Pl., New York City. Agriculturist.
- Batten, George, 12 Potter Bldg., New York City. Advertising Agent.
- Binner, Walter, 111 Fifth Ave., New York City. Engraving.
- Bromfield, E. B., 96 Bible House, New York City. *Christian Herald*.
- Brooks, Charles J., 213 Temple Court, New York City. Advertising—*Chronicle*, San Francisco.
- Bullard, E. F., 111 Fifth Ave., New York City. Continental Tobacco Company.
- Cowperthwait, Walter B., Chatham Sq., New York City. Furniture.
- Clark, Fred S., 1 Union Square, New York City. Cook's Flaked Rice.
- Cohen, N. S., care of New York *Journal*, Tribune Bldg., New York City. *Das Morgen Journal*.
- Colver, F. L., care of Frank Leslie Publishing Co., 143 Fifth Ave., New York City.
- Cleveland, Newcomb, 81 White St., New York City. Raven Gloss.
- Chumasero, Robert E., 90 West Broadway, New York. Frog in Your Throat.
- Cooke, Robert G., 70 Fifth Ave., New York. Printer.
- Conne, Philip A., 40 West 34th St., New York. Saks & Co.
- Collier, Clinton, 24 West 25th St., New York.
- Colman, Chalmer D., 520 Temple Court, New York. Vickery & Hill.
- Deering, W. A., 1265 Broadway, New York. Advertising.
- Douglas, H. Henry, 38 Park Row, New York City. L. D. Morse Advertising Agency.
- De Witt, Elden C., 1135 Broadway, New York City. Patent Medicine.
- Daniels, George H., G. P. A., Grand Central Station, New York City.
- Derrick, Paul E., 146 Tribune Bldg., N. Y. City. Advertising Agent.
- Dickie, H. A., 290 Broadway, New York City. Printing.
- Decker, Henry, Temple Court, New York City. Advertising—Chas. H. Fuller's Agency, Chicago.
- Douglas, W. S., 107 Fulton St., New York. "New Skin."
- Eddy, C. H., 10 Spruce St., New York. Advertising.
- Ellis, C. E., 5 Beekman St., New York. Advertising.
- Fullerton, H. B., 263 Fifth Ave., New York. Special Agent—L. I. R. R. Company.
- Frothingham, Robert, 21 West 31st St., New York City. Life.
- Greene, Charles H., 277 Broadway, New York City. Shredded Wheat Biscuit.
- Gude, O. J., 113 W. Broadway, New York City. Signs.
- Good, H. H., 57 Murray St., New York City. Carter's Little Liver Pills.
- Gibson, F. James, care of *Journal*, Tribune Bldg., N. Y.
- Gillam, Manly M., Temple Court, 5 Beekman, New York City. Advertising Expert.
- Gunnison, Herbert F., Eagle Bldg., Brooklyn, N. Y. *Eagle*.
- Hackstaff, J. Frank, Temple Court, New York City. Advertising Agent.
- Hall, E. Trowbridge, 844 Broadway, New York City. Rogers Feet & Co.
- Hallock, W. W., 148 Tribune Bldg., New York. Kellogg's Lists.
- Hammit, Walter, care of Abraham & Strauss, Brooklyn, N. Y.
- Hogan, Charles M., care of Siegel, Cooper Co., New York City.
- Harding, H. B., 113 William St., New York City. Humphrey's Specific.
- Hazen, George H., 33 East 17th St., New York City. Century Co.
- Haynes, D. O., 395 Broadway, New York City. N. Y. Commercial.
- Hoke, Sam. W., 608 W. 39th St. New York City. Signs.
- Heydt, George F., care of Tiffany & Co., Union Sq., New York City.
- Hooper, W. P., 59 Fifth Ave., New York City. Advertising Designs.
- Hotchkin, W. R., Broadway & 9th St., New York City. Wanamaker Advertising.
- Howland, Henry S., care of F. Loeser & Co., Fulton St., Brooklyn, N. Y.
- Frank C. Hoyt, 287 Fourth Ave., New York City. Outlook.
- Hand, Tallmadge S., 7 Beekman St., N. Y. City. Advertising Agent.
- Kaufman, Herbert, 377 Broadway, New York. Advertising Agent.
- McInerney, Thomas H., care of Siegel, Cooper Co., New York. Drug Department.
- Ingersoll, C. H., 163 Washington St., New York City. Dollar Watches.
- Jones, Charles F., Supt. Simpson, Crawford Co., New York City.
- Kennedy, J. W., 54 Lafayette Place, New York City. *American Agriculturist*.
- Kenworthy, Robert Judson, 24 Times Bldg., N. Y. *Inter-Ocean*, etc.
- Kershaw, John A., 209 W. 118th St., New York City.
- Leeming, Joseph, 73 Warren St., New York City. Nestle's Food.

(Continued on page 8.)

THERE ARE  
MORE  
**MINNEAPOLIS**  
**TRIBUNE** SOLD

EVERY DAY  
WITHIN THE  
CORPORATE LIMITS  
OF THE CITY OF  
**MINNEAPOLIS**  
THAN ALL THE OTHER  
LOCAL DAILY  
PUBLICATIONS  
COMBINED

SEE  
REPORT  
OF THE  
ASSOCIATION  
OF  
AMERICAN  
ADVERTISERS

- Lewis, Albert, Temple Court, New York City. Advertising.
- Loruenster, William, 879 Broadway, New York City. Vantine & Co.
- Lewis, Louis, 39 W. 33rd St. New York City. Advertising Agent.
- Lyon, Whitney, 317 W. 88th St., New York. Dr. Lyon Tooth Powder.
- McNamee, Frank A., 361 Stuyvesant Ave., Brooklyn, N. Y. Adv'tg.
- MacDonald, J. Angus, 22 N. William St., N. Y. City. Advertising.
- McCambell, Theron, 88 East 9th Street, N. Y. City. *Everybody's Magazine*.
- Meister, A. J. Siegel, Cooper Co., New York City.
- Mix, J. Rowland, 157 Fifth Ave., New York City. *Scribner's*.
- Moffitt, Samuel, 41 Park Row, New York. Advertising.
- Murray, H. G., 153 World Bldg., New York. Advertising.
- Marsh, Oliver A., 3 Park Place, New York City. Poland Water.
- Morrison, A. Cressy, care of American Baking Powder Co., 25th St. & Broadway, N. Y. City.
- Munsey, Frank A., 111 Fifth Ave., New York City. Publisher.
- Mayne, Charles, 36 Tribune Bldg., N. Y. German Advertising Agency.
- O'Flaherty, J., 22 N. William St. New York City. Adams & Co.
- Ormsbee, Malcomb H., 24 Broadway, Brooklyn, N. Y. *Times*.
- Ogden, Robert C., care of John Wanamaker, New York City.
- Olds, E. A., 81 Fulton St., New York City. Packer's Tar Soap.
- Palmer, Lincoln B., 187 Broadway, N. Y. City. *Commercial Advertiser*.
- Palmer, C. M., 253 Broadway, N. Y. City. Newspaper Broker.
- Proskauer, Joseph, 56 Reade St, New York City. Printing.
- Presbrey, Frank, 16 John St., New York City. Advertising Agent.
- Powers, W. F., 23 City Hall Place, New York City. Publisher.
- Richards, F. St. John, Tribune Bldg., New York City. Special Agent.
- Ridgway, E. J., 111 Fifth Ave., N. Y. City. *Everybody's Magazine*.
- Richardson, A. Frank, 96 Pine St., N. Y. City. Proprietary Medicine.
- Ridder, Herman, Tyron Row, New York City. *Staats-Zeitung*.
- Rodgers, James, Franklin Square, N. Y. City. Harper & Brothers.
- Rowell, George P., 10 Spruce St., New York City.
- Rowley, H., Sec'y and Treas., American Chiclé Co., 21 Park Row, N. Y.
- Seitz, Don C., care of New York World, New York City.
- Sheffield, N. M., Tribune Building, New York. Advertising.
- Smith, Stephen B., 30 Tribune Building, New York. Advertising.
- Soule, L. H., 100 William St., New York City. Bon Ami.
- Sullivan, Walter S., 32 Nassau St., New York City. Mutual Life Co.
- Shanghnessy, M. J., 7 Beekman St., New York. Advertising.
- Storm, Jules P., 189 Broadway, New York City. Advertising.
- Spaulding, E. W., 1 Madison Ave., N. Y. City. *Ladies' Home Journal*.
- Seeley, W. W., 1164 Broadway, N. Y. City. Advertising.
- Stryker, S. D., 91 Horatio St., N. Y. City. Lithography.
- Sullivan, James E., 16 Park Place, New York City. American Sports Publishing Company.
- Seaman, Frank, 874 Broadway, New York City. Advertising.
- Seymour, J. S., 187 Broadway, New York City. *Commercial Advertiser*.
- Tremaine, Charles M., St. James Bldg., New York City. Aeolian.
- Thayer, John Adams, 7 W. 13th St., N. Y. City. *Everybody's Magazine*.
- Turrell, Herbert, 90 Maiden Lane, New York. Parke, Davis & Co.
- Van Cleve, George B., 914 Temple Court, New York. Advertising.
- Ward, Artemas, Lincoln Bldg., 1 Union Sq., New York City. Sapolio.
- White, E. C., 136 Liberty St., New York City. Spanish-American Agency.
- Williams, David, 238 William St., New York City. *Iron Age*.
- Wilder, George W., 17 W. 13th St. New York City. *Delineator*.
- Wineburgh, M., 257 Broadway, Room 903, New York City. Omega Oil.
- Wilson, Robert Cade, 141 Fifth Ave., N. Y. City. *Frank Leslie's Monthly*.
- Wiley, Louis, 41 Park Row, New York City. *Times*.
- Woodward, John B., Tribune Bldg., New York City. Special Representative.
- Wheatley, E. A., 7 Beekman St., New York.

## NON-RESIDENT MEMBERS.

- Balze, E. De La, 32 Rue Etienne-Marcel, Paris, France. Agent Humphrey's Specifics.
- Balmer, Thomas, 201 Monroe St., Chicago, Ill. *Delineator*.
- Barta, Louis, 28 Oliver St., Boston, Mass. Barta Press.
- Beecham, Thomas H., St. Helens, Lancashire, Eng. Beecham's Pills.
- Benson, Jr., C. S., care of R. Wallace & Sons, Wallingford Conn. Silversmiths.
- Barratt, Thomas J., care of Messrs. A & F. Pears, London, England. Pears' Soap.
- Burpee, W. Atlee, 477 N. 5th St., Philadelphia, Pa. Seeds.
- Bramley, H. W., Sibley, Lindsay & Curr Co., Rochester, N. Y. Dry Goods.
- Carlisle, Charles Arthur, care of Studebaker Bros., South Bend, Ind. Wagons.
- Cooke, Edward M., 1600 Logan Ave., Denver, Colo. Department Store.
- Deland, Lorin F., 90 Equitable Bldg., Boston, Mass. Advertising Agent.
- Dixey, Wolstan, 530 Atlantic Ave., Boston, Mass. Advertising Writer.
- Fuller, Charles H., Chicago, Ill. Advertising Agent.
- Furbush, E. W., 160 Boylston St., Boston, Mass. Vose Pianos.
- Gardner, Frederick W., 809 Fine Arts Bldg., Chicago, Ill. *The Philistine*.
- Gardner, G. H., *Iron Trade Review*, Cleveland, O.
- Garratt, John Edwin, 124 Southwark St., London, S. E., Eng.
- Gibbs, E. B., Nat. Cash Register Co., Dayton, Ohio.
- Gimbel, Ellis A., Philadelphia, Pa. Gimbel Bros., Dry Goods.
- Goss, D. S., American Cereal Co., Chicago, Ill.

Howes, H. C., 235 N. 3d St., Philadelphia. H. O. Wilbur & Sons.  
 Hunter, Col. W. C., Boyce Bldg., Chicago, Ill. Frozen Dog.  
 Hunter, W. B., care of Force Food Co., Buffalo, N. Y.  
 Hance, A. M., care of Hance Bros. & White, Sta. S., Philadelphia, Pa.  
 Heinz, H. J., Pittsburgh, Pa. Pickles.  
 Heyward, John W., care of Pillsbury Co., Minneapolis, Minn. Flour.  
 Kathrens, Joseph R., care of Pabst Brewing Co., Milwaukee, Wis.  
 Kilmer, Willis Sharpe, Binghamton, N. Y. Patent Medicine.  
 Kramer, H. L., Indiana Mineral Springs, Ind. Cascarets.  
 Lever, W. H., Port Sunlight, England. Life Buoy Soap.  
 Mac Lean, Lieut. Col. J. B., Montreal, Can. Publisher.  
 Mahin, John Lee, 200 Monroe St., Chicago, Ill. Advertising Agent.  
 Marsden, Howard F., 27 School St., Boston, Mass. Advertising Agent.  
 Maule, William H., 1711 Filbert St., Philadelphia, Pa. Seeds.  
 Munyon, J. M., 1505 Arch St., Philadelphia, Pa. Patent Medicine.  
 O'Keefe, P. F., 22 School St., Boston, Mass. Advertising Agent.  
 Patterson, John H., Nat. Cash Register Co., Dayton, Ohio. President.  
 Post, C. W., Battle Creek, Mich. Postum Cereals.  
 Power, William S. Frick Bldg., Pittsburgh, Pa. Advertising Agent.  
 Queen, R. E., 354 Hay St., San Francisco, Cal. Fig Syrup.  
 Schumacher, F. W., Columbus, Ohio. Peruna Drug Co.  
 Sias, Charles D., 87 Broad St., Boston, Mass. Chase & Sanborn Coffee.  
 Snyder, Charles M., 1524 Chestnut St., Philadelphia, Pa. Advertising.  
 Spears, W. R., 122 E. Main St., Rochester, N. Y. Dry Goods.  
 Staples, Horatio, Portland, Me. Dry Goods.  
 Taylor, Gen. Chas. H., 236 Washington St., Boston, Mass. *Globe*.  
 Thalheimer, Henry S., care of the Item, New Orleans, La.  
 Wride, George, Sidney, Australia. Advertising Agent.  
 White, George R., 137 Columbus Ave., Boston, Mass. Cuticura.  
 Wyckoff, E. G., Ithaca, N. Y. Wyckoff, Seamans & Benedict.  
 Wood, F. C., 224 Walnut St., St. Louis, Mo. Kellogg Newspaper Co.

DO UNTO OTHERS AS YOU ADVERTISE.

You can't afford to advertise to do a thing you do not expect to do. You cannot afford to advertise to do a thing that others know at once you cannot afford to do. Both these things are self-evident. You can fool nobody who is worth having for a customer. If you make improbable assertions in your ads, it soon results in everybody's ceasing to read your ads. If your advertising doesn't receive any attention, it is because it doesn't deserve it. So it is absolutely necessary to be truthful, and to stand by what you say.—*Business Problems*.

FINE feathers make fine birds, but fine advertisements don't always get the money to buy them.—*White's Sayings*.

THE CHICAGO  
**Record-Herald**

**GAINED**

in March, 1903, over  
 March, 1902, Daily  
**8,203, Sunday 63,192.**

Daily average March, 1903,  
**160,684**

Sunday average March, 1903,  
**204,024**

The only known morning and  
 Sunday circulation in Chicago.

THE...  
**TORONTO  
 EVENING  
 TELEGRAM**

**80 Per Cent**

of the houses in Toronto are visited  
 daily by *The Evening Telegram*.

Sworn circulation statement for the  
 month of March,

**31,428 Copies**

all paid for and exclusive of spoiled  
 sheets, destroyed papers or ex-  
 changes.

The Evening Telegram is the  
 medium used in Toronto almost  
 exclusively for "Wants, For Sale,  
 For Rent," Etc.

Rates and other information furnished by  
**PERRY LUKENS, JR.**

New York Representative.  
 29 Tribune Building.

## WEEKLY AD CONTEST.

For the purpose of fostering an ambition to produce good advertisements, retail and others—PRINTERS' INK conducts this weekly contest.

Any reader or person may send an ad which he or she notices in any newspaper for entry.

Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so chosen will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon good for a year's subscription to PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest may be taken from any periodical, and they should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name, the name and date of the paper in which the ad had insertion.

## NINETEENTH WEEK.

In response to the competition announced here seventy-four advertisements were received in time for report in this issue. The one reproduced below was deemed best of all submitted. It was sent in by A. C. Thomas of the Union Savings Bank and Trust Company, Huntington, W. Va., and it appeared in the *New York Evening Post* of April 11, 1903. A coupon, as provided in the conditions of the contest, was mailed to Mr. Thomas. The same ad was also received two days later and was sent in by Mr. L. Edgar Dowdell, music introducer of Valparaiso, Ind., who clipped it from the *Chicago Daily News* of April 12, 1903. Retailers are invited to send in advertisements which they use in their local papers and publishers of local papers may send names of local advertisers, who would be interested in PRINTERS' INK.



Wood Rollers.

Tin Rollers.

## Window Shade Folly.

Isn't it foolish not to give careful thought to window-shade rollers when they make such a difference in the comfort and appearance of a home?

Isn't it foolish to take the chance of rollers that break or twist or tear out your curtains, when you can be absolutely certain of comfort and satisfaction by getting the Improved Hartshorn shade roller?

It contains such perfect, carefully selected materials, so skillfully and accurately put together that it always runs even. It will never twist nor break down, and it requires no tacks to hold the shades. They are fastened firmly and evenly by four simple Hartshorn holders put on in an instant.

It is the strongest, simplest, easiest-working shade-roller in the world. Don't be fooled by imitations. Look on the label for this signature,



*Stewart Hartshorn*

# COLLIER'S WEEKLY

**C**OMBINING the enterprise and adaptability of the great American Daily, and the artistic, literary and mechanical excellence of the American magazine, has succeeded in developing a yearly subscription patronage of nearly

**\$2,000,000**

And a yearly advertising patronage of

**Half a Million Dollars**

---

---

Advertising forms close two weeks previous to date of issue. For 1903 an average net sale of

**350,000 IS GUARANTEED.**

**ADVERTISING RATE**

**\$1.75 PER AGATE LINE.**

**E. C. PATTERSON, CONDE NAST,**

**WESTERN REPRESENTATIVE.**

**MANAGER ADVERTISING DEPT.**

**1033 Marquette Bldg., Chicago. 416-424 W. 13th St., New York.**



### COLOR.

Next to complexity of design and the telling of too long a story, the greatest sin that can be committed in poster or bulletin board advertising is that of using poor color combinations, or indeterminate shades, or so many different colors that none of them stand out boldly. With the exception of the bright skies of California, perhaps, or the painted stretches of Western desert, America is a colorless land. Its people have lost the sense of color. The cities have no color, and those who live in them are afraid of it—avoid it in dress and in their homes. Only the savage and the half-barbaric races take delight in strong colors. They appeal to a sixth sense in the African, the Arab, the Indian, and with all their boldness in selection these lusty races are seldom wrong in making combinations. But the American, English, Germanic and other nations that live largely indoors or under drab skies make veritable fools of themselves when they select ties or ribbons. The color sense has been civilized out of them. Scientists hold that the sense of smell has also disappeared. In the middle ages there were smelling contests, while a favorite pastime in Japan is the determination of various kinds of wood by their odors in burning. The lack of color sense is responsible for many weak designs in posters and bulletin boards. The real purpose of such advertising is to be pronounced in color—even gaudy if the combinations are good. In the main, poster and bulletin designs are made up of what artists contemptuously call "baby colors"—indeterminate creams and yellows, azure blues, rose tints and the like. These shades are not color at all. They have no beauty in themselves, and are of no value whatever in catching the eye out of doors. Bulletins and posters are outdoor advertising. They need outdoor treatment. Backed by green landscape or blue sky, they need strong colors to be seen and to live. The bulletin and poster are not to be read, nor to be inspected closely. They are intended to catch the eye for

two seconds, and at a distance. Their message must be a thing of half-a-dozen words. Their design must be confined to a few simple, decided, beautiful lines. Its color scheme must be bold, containing not more than three colors. These must be colors—not "baby" shades. There is beauty in strong color, even to the drab, dead sense of civilized man. He has enough of the savage in him still to be attracted by a decided note. Go into a paint store and buy a tube of Chinese vermilion. Live with it. Get to know it—to love it for itself. This is the sort of stuff with which bulletin boards and posters should be made. Chinese vermilion is a feast for the eye. It is pronounced—not garish, but beautifully strong and decided. The advertising message painted in such colors will gain strength from them. The bulletin or poster will stand out, and the reader will instinctively feel that the man who wrote the half-dozen words knew what he was about—had something to say and was not afraid to say it forcibly. No "baby" tints can live beside such advertising. Wherefore, if you contemplate the use of bulletin boards or posters, do not intrust their designing to a weakling who has lost his color sense, but have them laid out by an artist who will write a real message—one who, instead of saying the thing feebly, will take your bulletin and make of it a real color epigram that will catch the eye and stick in the memory.

### EXTRACT FROM TESTIMONIAL ILLUSTRATED.



"I WAS AFRAID I COULD NOT LIVE THE ENTIRE WINTER OUT."

The Sworn  
Average  
Daily  
Circulation  
for  
Month  
of  
March,  
57,965

**M  
I  
N  
N  
E  
A**

**Lines of Paid  
Advertising**

Carried by  
Twin City Papers  
for MARCH.

Minneapolis:  
Journal—26 issues.  
495,572 lines

Tribune—26 daily and 3  
Sunday, 31 issues,  
463,848 lines

Times—daily and Sun-  
day, 31 issues,  
323,092 lines  
St. Paul:

Dispatch—26 issues,  
413,336 lines

Pioneer Press—daily  
and Sunday, 31 issues,  
301,532 lines

Globe—daily and Sun-  
day, 31 issues,  
243,628 lines

**JOURNAL**

Canvass of  
4041  
Residences  
showed  
3419

Journal Subscribers  
and  
744 Evening Tribunes  
576 Morning Tribunes

56 Flat  
Buildings  
showed  
960 Journals  
124 Evening Tribunes  
139 Morning Tribunes

**O  
L  
I  
S**

The Journal  
has the  
HOME  
Circulation.

Nearly all the cir-  
culation is its five  
o'clock edition, which  
goes directly to the  
homes, when the  
family has time to  
read it.

**M. Lee Starke,**  
Mgr. General Adv'g.,  
Tribune Bldg., N. Y.  
Tribune Bldg., Chic.

# A Roll of Honor

NOTE.—Advertisements under this caption are accepted from publishers who, according to the 1933 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded by the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (⊙ ⊙), the so-called gold marks, denoting superior excellence in quality of circulation. Ⓐ Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.50 for a full year, 10 per cent discount if paid wholly in advance.

## COLORADO.

Denver, Post, daily. R. E. Babcock, publisher. Average for 1932, 22,171 (97).

## DISTRICT OF COLUMBIA.

Washington Ev. Star, daily. Ev. Star Newspaper Co. Average for 1932, 21,748 (⊙ ⊙) (122).

National Tribune, weekly. McElroy & Shoppell. Average for 1932, 19,599 (125).

## FLORIDA.

Pensacola, Journal, daily. Journal Co. Average for 1932, 2,441 (131).

## ILLINOIS.

Chicago, Citizen, weekly. Citizen Co. Year ending Dec., 1932, no issue less than 1,000 (161).

Chicago, Baker's Helper, monthly. C. H. Cismold. Average for 1932, 4,050 (⊙ ⊙) (177).

Chicago, Breeders' Gazette, weekly. Sanders Pub. Co. Average for 1932, 69,952 (167). Average first 15 weeks, 1932, 66,416.

Chicago, Irrigation Age, monthly. D. H. Anderson. Average for 1932, 14,166 (181).

Chicago, Live Stock Record, weekly. John Clay, Jr. Average for 1932, 16,866 (171). For the first three months of 1932, 17,460.

Chicago, Tribune, daily. Tribune Co. In 1932, 7 A (⊙ ⊙) (165).

## INDIANA.

Goshen, Cooking Club, monthly. Average for 1932, 25,501 (247). Only culinary publication adapted to use of families with limited income.

Muncie, Star, d'y and s'y. Star Pub. Co. Year ending Feb. 1933, d'y 21,468, s'y 16,685 (260).

## IOWA.

Burlington, Hawk-Eye, daily. J. L. Waite. Average for 1932, 6,812 (236).

Des Moines, Cosmopolitan Osteopath, monthly. J. A. Still. Average for 1932, 9,666 (194).

Sheldon, Sun, d'y and w'y. H. A. Carson. Average for 1932, d'y 486, w'y 2,544 (323).

## KANSAS.

Atchison, Globe, daily. E. W. Howe. Asserts, in June, 1932, not as low as 4,500 for sev'l yrs. (334).

## KENTUCKY.

Cloverport, Breckenridge News, weekly. J. D. Babbage. Average for 1932, 2,248 (366).

## MAINE.

Bangor, Commercial, d'y and w'y. J. P. Bass & Co. Average d'y for 1932, 7,846, w'y 29,012 (392).

Lewiston, Evening Journal, daily. Average for 1932, 6,640 (⊙ ⊙), weekly 15,255 (⊙ ⊙) (396).

Phillips, Maine Woods, weekly. J. W. Brackett. Average for 1932, 5,416 (397).

## MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1932, 41,588 (408).

Farmer and Planters' Guide, monthly. Geo. O. Gover. Average for 1932, 18,827 (410).

## MASSACHUSETTS.

Boston, Evening Transcript, daily. Boston Transcript Co. Avg. for 1932, 24,457 (⊙ ⊙) (415).

East Northfield, Record of Christian Work, mo. Av. for yr. end'g March, 1932, 20,541 (416).

Worcester, Evening Post, daily. Worcester Post Co. Average for 1932, 10,556 (439).

## MICHIGAN.

Detroit, Times, daily. Detroit Times Co. Average for 1932, 27,657 (450).

Grand Rapids, Herald, daily. Eugene D. Conger. Average for 1932, 20,156 (456).

## MINNESOTA.

Minneapolis, Journal, daily. Journal Printing Co. For 1932, 24,628 (466).

Northwestern Miller, weekly. Miller Publishing Co. Average for 1932, 4,200 (⊙ ⊙) (497).

Minneapolis, Tribune, daily. Average for 1932, 66,872. Sunday, 58,580; Farmers' Tribune, weekly, 74,714 (496).

Winona, Republican and Herald, daily. Guarantees 4,000 for 1932. Average 1932, 2,209 (513).

## MISSOURI.

St. Joseph, Medical Herald, monthly. Medical Herald Co. Average for 1932, 7,475 (667).

## NEW HAMPSHIRE.

Manchester, News, daily. Herb. N. Davison. Average for 1932, 7,500 (609).

## NEW JERSEY.

Elmer, Times, weekly. S. P. Foster. Average for 1932, 2,055, (616).

Jersey City, Evening Journal, daily. Evening Journal Assoc'n. Average for 1932, 17,532 (619).

## NEW YORK.

Buffalo, Courier, morning; Enquirer, evening. W. J. Conners. Average for 1932, morning 48,812, evening 50,401 (641).

Newburgh, News, daily. Newburgh News Printing and Pub. Co. Av. for 1932, 4,257 (660).

## New York City.

Automobile Magazine, monthly. Automobile Press. Average for 1932, 2,750 (665).

Caterer, monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1932, 5,228 (667).

Clipper, weekly. Frank Queen Pub. Co., Ltd. Average for 1932, 26,244 (⊙ ⊙) (673).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1932, 6,212 (⊙ ⊙) (674).

Engineering and Mining Journal, weekly. Est. 1866. Average 1932, 10,009, (⊙ ⊙) (674).

Forward, daily. Forward Association. Average for 1932, 21,709 (667).

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1932, 2,659 (679).

The New York Times, daily. Adolph S. Ochs, publisher, 1932 A (⊙ ⊙) (689).

# A Roll of Honor—Continued.

**Schenectady, Gazette, daily.** Daily Gazette Co. Average for 1902, 2,997 (718).

**Utica, Press, daily.** Otto A. Meyer, publisher. Average for 1902, 12,618 (723).

**Warsaw, Western New Yorker, weekly.** Levi A. Cass, publisher. Average for 1902, 2,468 (724).

## NORTH DAKOTA.

**Grand Forks, Normanden, weekly.** Norman-Glen Pub. Co. Average for 1902, 4,869 (744).

## PENNSYLVANIA.

**Philadelphia, Farm Journal, monthly.** Wilmer Atkinson Company, publishers. Average for 1902, 5,22,127 (873). **PRINTERS' INK** says: *Farm Journal* best represents the agricultural interests of the United States, and is the best medium for reaching rural people.

**Philadelphia, Public Ledger, daily.** Adolph A. Ochs, publisher. 1902, 70 (88) (885).

**York, Dispatch, daily.** Dispatch Publishing Co. Average for 1902, 7,301 (885). Average for March, 1903, 5,220.

## SOUTH CAROLINA.

**Columbia, State, daily.** State Co., publishers. Average for 1902, 5,777 (901).

## TENNESSEE.

**Memphis, Commercial Appeal, daily, Sunday and weekly.** Average, 1902, daily 27,504, Sunday 24,916, weekly 74,818 (927).

## TEXAS.

**Denton, Denton Co. Record and Chronicle, w'y.** W. C. Edwards. Av. for 1902, 2,744 (945).

## VERMONT.

**Bennington, Banner and Reformer, weekly.** Frank K. Howe. Average for 1902, 1,966 (974).

## VIRGINIA.

**Norfolk, Dispatch, daily.** J. M. Thompson, publisher. Average for 1902, 5,092 (985).

## WASHINGTON.

**Spokane, Saturday Spectator, weekly.** Frank Leake. Average for 1902, 5,886 (990).

**Tacoma, Daily News, daily.** Daily News Pub. Co. Av. 1902, 12,459 (1,000). *Saturday issue 12,002.*

## WEST VIRGINIA.

**Wheeling, News, d'y and S'y.** News Pub. Co. Average for 1902, d'y 5,086, S'y 5,805 (1011).

## WISCONSIN.

**Milwaukee, Evening Wisconsin, daily.** Ev'g. Wisconsin Co. Av. for 1902, 20,745 (88) (1020).

**Oshkosh, Northwestern, daily.** Hicks Printing Co. Average for 1902, 8,902 (1026).

**Racine, Journal, daily.** Journal Printing Co. Average for 1902, 2,496 (1038).

**Wisconsin Agriculturist, w'y.** Av. for 1902, 27,515 (1039). *For yr. edg. Apr. 2, 1903, 22,200.*

Among the 6,000 newspapers supposed to issue more than 1,000 copies regularly, 3,000 make definite circulation statements, and are rated in accordance in Rowell's American Newspaper Directory. These may be termed the honest ones and, more so, the intelligent ones. These papers are entitled to a place in the PRINTERS' INK Roll of Honor, on conditions set forth under that heading on the opposite page.

## NEW YORK DAILIES AND DEPARTMENT STORES.

A New York department store which has grown notably the past year is that operated by the Simpson, Crawford Company—formerly Simpson, Crawford & Simpson—at Sixth avenue and Twentieth street. This firm underwent a radical reorganization some time ago, moving into a fine new building, adding new departments and new blood. From small old-fashioned, stereotyped announcements in the papers a change was made to clever conversational ads in liberal space, and this publicity, together with the fine equipment of the store, has placed the firm among the foremost departmental establishments in New York City. The advertising manager during this time has been Mr. Charles B. Davis, whose connections with such firms as Strawbridge & Clothier and Schoeneman Bros., Philadelphia, and Parker, Bridget & Co., Washington, during the past ten years has given him a thorough knowledge of department store publicity.

"Our advertising appropriation has been more than doubled in the past five months, and the modernizing of our ads has made this increased appropriation pay fully one hundred per cent more return dollar for dollar," he said recently. "In my first year's experience with New York dailies I have learned that they are the most highly specialized papers in the country. Each paper has its own class of readers, you can seldom reach them with any other paper, and an exact knowledge of each paper's clientele, with its purchasing capacity and tastes, is necessary to success. New York dailies are a wonderful advertising force, taken altogether. They not only reach every portion of an immense and liberal local population, but are mail order mediums of general circulation, bringing orders from as far south as New Orleans and as far west as Chicago. You can get great results when you know the qualities of each medium, but without such knowledge you can sink more money in New York dailies in less time perhaps, than in any other class of mediums on earth. The

morning papers are excellent for accumulative results. They add to the reputation of the store and bring a class of customers who are not of the bargain-hunting sort. The afternoon papers bring direct returns, and advertising must offer items for next day's business. We use nearly every English daily at some time in the week, with two German dailies. In the morning our ads appear in the *Herald*, *Times*, *American* and *Press*. The *Herald* is a good local and mail order medium. Our full page in the *Herald*, used steadily during three months, was something of an event in New York retail advertising. The space is now reduced to four and five columns. Large spaces show to best advantage in the *Herald*, but it is not my experience that small spaces are lost, for we have secured very good returns with small ads. The *Sunday Herald* is a splendid medium for advertising books. The same offerings made in the *Herald* also go into the *Times*, which is the most distinctively New York daily. The *Times* and *Evening Sun* are the best mediums for advertising men's garments. The morning *Sun* is also good for this class of business. The *Press* has a large country circulation, and is a good mail order medium. The main feature of our evening ads is departments. Morning ads are more in the nature of general publicity, but the evening announcements are divided into many definite offerings in small spaces. The best evening mediums for our purpose are the *Telegram*, *Journal*, *World*, *Sun* and *Commercial Advertiser*. The *World* and *Journal* lead for medium-priced offerings. We also use the *Evening Post*, more particularly for books and high-grade offerings. We use the *Sunday Tribune* as a mail order medium and find that it has an immense reach. The *Sunday Telegraph* is an excellent medium for reaching theatrical people, and we use it to advertise our costuming department. The *Saturday Mail and Express* is a good mail order medium. The *Times* is also a good mail order medium. We use the *Staats-Zeitung* on Sundays, with the *Morgen Journal* twice a week.

We also use the *Brooklyn Eagle* twice a week, and find it a fine medium for Sunday advertising. It is difficult for New York department stores to compete with Brooklyn establishments, however, and the

mention the programmes in writing we are satisfied that they bring excellent results. Thus far we have used no outside mediums, but it is in our intention to advertise in dailies as far South as Atlanta



MR. CHARLES B. DAVIS.

New York dailies cover that borough pretty thoroughly. Besides the dailies we have space in theatrical programmes. This is general advertising for the most part, and from the number of people who

in the near future. This will be mail order advertising, and we shall probably supplement it with magazine space. So far as the New York dailies are concerned we give no attention whatever to

circulations. We know the quality and reach of each medium, and do not worry about the number of papers printed. In placing out-of-town business, however, circulation would be one of the first factors in selection, with the quality of the medium next.

"In my opinion department store advertising is a branch of publicity well worth watching, for department stores are becoming a stupendous force in retail merchandising, and their advertising is being rapidly developed into an exact science—as nearly exact as advertising can ever be. There has been a wonderful growth of department stores in New York within two years, and we lead the country in number of establishments and range of quality. According to a rough computation that I made some time ago more than \$2,000,000 is paid yearly for space in New York dailies by ten leading firms. Chicago and Philadelphia come next, and Pittsburg is also a department store town. In some cities—Boston, for example—the department store is not so much in evidence, but this is due to a failure of local merchants to keep abreast of the times and modern demand, so far as I can see. The people take to big stores very readily, and there are fine openings in such cities. The most important individual in the modern department store is the buyer. He is practically the man who keeps the shop. Perhaps the advertising manager is next in importance, for he is the store's voice. But he should keep very close to the buyer. The first qualification for the advertising man is an exact, comprehensive knowledge of general merchandise. Not a selling knowledge, necessarily. It is not needful that he be a salesman, but he should know his goods. He must also be a master of detail, for department store advertising is made up of an unlimited number of small things, especially in New York City, where the copy for each paper is different. The advertising manager must be something of a weather sharp, for weather is one of the chief factors in his work. His best plans may be wrecked by a storm or a late season, and a

heavy expenditure for space bring slim returns. While this factor is against him, there is an element of compensation that favors and enables him to retrieve losses. The department store counts on selling a certain estimated amount of merchandise each month in the year. This amount is usually determined by the buyers, and is calculated by the previous year's sales, with a percentage added for natural increase. Sometimes the weather is so bad that sales are slow during three weeks of a month, as in February of this year. When storms keep customers away the month's selling must be compacted into the remaining week. Sometimes it is possible to do a month's business in two or three days by heavy advertising and special sales. We did an enormous business in a two-day sale during February. While the buyer is usually responsible for sales and offerings, there are times when the advertising manager steps in and engineers operations that are warranted by his own knowledge of conditions. Buyer and advertising manager help each other with suggestions, and the closer their relations the greater their success. The days of the week each have peculiar features. In New York City, for example, Monday and Saturday are the heavy days. Monday would be a big day without advertising. Dry goods are the leaders on Monday, with house furnishing next, and this trade extends over into Tuesday. Wednesday is the day for furniture and household goods. Thursday is the weak day, corresponding to the general slackness that characterized Friday some years ago. Heavy advertising and special offers have made Friday a busy day, but it is only kept up with heavy advertising. The stress of the week's publicity falls upon Friday. It is a day for general buying in all departments. Saturday is a big day for ready-made and ready-to-wear goods, especially in children's lines. People seem to purchase articles to wear on Sunday, whereas on Monday they buy yard-goods and materials to be made up during the week. For my part, I should like to see more discussion of department store ad-



vertising in PRINTERS' INK. I presume that with mail order, retail, general and trade journal advertising you have a pretty large field to cover, but department store publicity is a very live subject. What lines ought to be treated? Well, mediums for one—and methods and principles. The details of modern merchandising should come in for attention, for the advertising is all based upon merchandising. Our field of advertising, as I have said, is very exact, and lends itself to study. Returns are closely watched, and we always know just what mediums pay and what do not. This is the rule in other establishments. Returns are determined in many ways—special offerings in certain mediums, mention of ads in mail order correspondence and the like. Some of the methods of keeping track of results are difficult to explain, but there is always a way, and the experienced advertising man can compute percentage of returns so accurately that there is little waste of energy, barring weather or other mishaps."

JAS. H. COLLINS.

### A WELL ARGUED CLAIM.

COLUMBIA, S. C., April 17, 1903.  
Editor of PRINTERS' INK:

We inclose contract for the *State's* advertisement in your "A Roll of Honor."

About a year ago the writer brought to the attention of the editor of the Directory in a conversation the claims of the *State* newspaper for the gold mark which you have accorded other newspapers. We have let the matter rest, but it seems to us the time has come to accord us that recognition to which we are certainly entitled if there is any newspaper in the South which merits that distinction. The fact that we show a larger proven circulation than any other daily publication in the two Carolinas should not be a bar to the distinction which you accord impartially to the claimants who keep their circulation to themselves, and to other newspapers who make sworn statements, such as the *Montgomery Advertiser*. As far as the quality of this circulation goes, no daily newspaper in the country, in our opinion, exceeds the *State*, unless it be the *New York Evening Post*. It is one of the only two complete daily newspapers published in South Carolina; that is, papers taking the full Associated Press dispatches and giving all the news of the world. Its *State* news service surpasses that of any other newspaper of the South. It is a high-priced paper, and more than 90 per cent of its total circulation goes directly to the homes of the subscribers in three, six and twelve months subscriptions. Al-

most from its founding, twelve years ago, it has been a leader of advanced Southern thought, and reference to the columns of the *Literary Digest* and similar publications will show that it is more generally quoted by the leading newspapers of the North than any other Southern paper. We do not think there is another paper in the country published in a city as small as Columbia that is so well and so favorably known as the *State*.

These statements are simple facts, and we will be glad to accord you every facility for verifying them. Yours truly,

*A. B. Gonzales*

Publisher the *State*.

The so-called gold marks in the American Newspaper Directory are explained as follows:

(●●) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ●.—*Webster's Dictionary*.


There has arisen an active interest on the part of publishers in securing these marks. In all cases, when such application is made, the publisher is invited to specify his reasons for believing himself entitled to the marks, and if he makes out a case they are accorded. If he fails to make out a case (even although he may have come very near it), the marks are not accorded. The publishers of the Directory do not find it advisable to enter into correspondence with a newspaper on the subject, because to refuse to accord what is asked seems ungracious.

### ILLUSTRATED EXPRESSION.



"MAKING BOTH ENDS MEET."

Why Rowell's  
American  
Newspaper Di-  
rectory Circu-  
lation Ratings  
are invaluable to  
general advertisers.

See Opposite Page 

## IN BATAVIA.

The American Newspaper Directory not only publishes the circulation rating of every American newspaper, but in the case of such as issue so many as 1,000 copies regularly the Directory repeats the circulation ratings year after year, thus showing whether the circulation is growing or declining.

To illustrate the Directory plan a reproduction is here shown of the method of disposing of the newspaper situation in a prosperous town of Western New York:

**BATAVIA**, c. h., *Genesee Co.* □ 9,180<sup>1</sup> pop., on New York Central & Hudson River, Erie and Lehigh Valley Rds. and Tonawanda creek, 37 m. E. of Buffalo. Manufacturing and agriculture.

**NEWS**, every evening except Sunday; republican; four pages 17x22; subscription \$3; established 1878; A. J. McWain, editor; Griswold & McWain, publishers (3-3).

**Circulation:** Actual average for 1895, 4,178; for 1896, 4,300; for 1897, 5,331; for 1898, 5,112; for 1899, 5,402; for 1900, 5,818; for 1901, 5,920; for 1902, 6,191.

**Publisher's announcement.**—Within the limits of Batavia THE DAILY NEWS is delivered by carriers to practically every business place and residence, and throughout Genesee County there is hardly a farm house which it does not enter. In the small villages it is universally taken. Advertisers who wish to test the drawing powers of new copy can find no more effective medium in which to experiment.

**SPIRIT OF THE TIMES**, tri-weekly, Tuesdays, Thursdays and Saturdays; democratic; four pages 15x22; subscription \$1.50; established 1818; D. D. Lent, editor and publisher.

**Circulation:** In 1895, publisher asserts, not less than 1,800. In 1896, 1. In 1897, Y. In 1898, "121."

C. h. following the name of the town indicates the court house, Batavia being the county seat.

□. This geographical indicator tells that Batavia is situated in the western portion of the State.

†. The dagger following the population figures indicates that the information is given on the authority of the latest United States census.

(3-3). These figures at the end of the description of the *News* indicate March, 1903, the date of the latest revision of the description.

It is interesting to note that the actual average issue of the *News* is made known for eight consecutive years. That the average issue is generally a little larger each year than for the year preceding indicates that the paper is in an era of prosperity. That the reported average output for 1898 was a little smaller than that for 1897 shows that the publisher

is telling the truth even when it might seem to count against him.

In the Publishers' Announcement that follows the description the publishers of the *News* tell some very interesting facts of a sort that the Directory editor could not assume to publish on his own responsibility. This Publishers' Announcement is plainly just what it is labeled. It is a paid advertisement and for the statements it puts forth the paper and not the Directory is accountable, but it gives precisely the sort of information that the advertiser who thinks of exploiting Batavia would be glad to have and it is printed in the very place where it will be most certain to reach the advertiser's eye and be read not only with attention but with thankfulness.

Passing on to the next paper, the *Spirit of the Times*, a condition is noted such as might be expected in a town having another paper so unmistakably prosperous as the *News*. In 1895 the publisher was able to assert that during an entire year no single issue of his tri-weekly had been smaller than 1,800 copies. In 1896 he did not assert so much. In 1897 he made no circulation report for the Directory. In 1898 his rating was fixed as not supposed to exceed 1,000 copies, and with this rating the publisher has not since shown any dissatisfaction.

By what is set forth above it is seen that the American Newspaper Directory sizes up Batavia as an advertising field in a very satisfactory manner. Further examination reveals the fact that other places, larger and smaller, are dealt with in an equally thorough and satisfactory manner.

The Directory has appeared regularly for thirty-five years and was the first attempt ever made to rate newspaper circulations on a plan somewhat like that adopted by the mercantile agencies for measuring mercantile credits. The book has a careful annual revision and is sold to subscribers at a subscription price of ten dollars. The latest edition, thirty-fifth year, was issued April 15, 1903.

## GOVERNMENT PUBLICITY.

Uncle Sam believes in advertising, and is by no means niggardly with his appropriations, which run into thousands of dollars annually. He spends this money in cut-and-dried fashion, however, putting the greater part of it into formal notices and literature. Each department of the United States government employs publicity as an aid in carrying on its affairs. The postoffice department, for example, uses hundreds of columns of newspaper space to announce mail schedules and advertise unclaimed letters, while other departments advertise for bids for public improvements. The dissemination of bulletins by the Agricultural department for the purpose of introducing new products, together with the free seed distribution, is advertising of a very valuable sort. The Army and Navy departments have used newspaper advertising space many years for the purpose of securing recruits, and this publicity has frequently been supplemented with posters. This advertising has always been more or less formal in nature, however, being confined to notices in the classified columns. Little effort has been made to reach a desirable class of young men by modern methods. During the past few years there has been a serious scarcity in recruits for the Navy. Prosperous times and the increased demand for seamen, apprentices and mechanics by the growing navy, have developed a real problem, and as one of the means of manning its ships the department has been led to adopt a more sprightly style of advertising. For some months past the three-sheet lithographed poster reproduced on the opposite page has been used to attract attention to the Navy Department's proposition for young men. The attractive sailor in colors is used as an eyecatcher on the boarua, being surrounded with type posters giving detailed information regarding conditions of enlistment, pay, promotion and so forth. These posters are put up in cities where recruiting stations are maintained, and are also posted in territory visited by touring recruiting

parties. In the latter work they are displayed some weeks in advance of the arrival of the recruiting officers. The contract for posting this paper is held by Bryan & Company, Columbus, Ohio. According to Lieutenant-Commander Alex. Sharp, who is in charge of the Bureau of Navigation at Washington, this advertising brings excellent results, and is a marked improvement on methods formerly employed. Results have been especially good in inland towns where the delights and opportunities of a life on the ocean wave in one of Uncle Sam's cruisers have never been attractively presented. While this poster would be regarded as a matter of course in the campaign of any business house, it is a real innovation in government publicity, and may lead to other improvements. The various propositions that Uncle Sam is continually setting before the general public or to particular classes could be presented more effectively and cheaply than by present methods, and an experienced advertising man could doubtless teach department heads many things worth knowing by modern publicity in special mediums.

QUALITY is good when it comes to newspapers, but without circulation nobody knows it.—*White's Sayings.*

## ADVERTISING PHRASE ILLUSTRATED.



"SOLE MANUFACTURER."

# YOUNG MEN WANTED



## YOUNG MEN WANTED FOR U. S. NAVY

YOUNG MEN

18 to 25 Years.



APPRENTICES

15 to 17 Years.

RECEIVE FOUR MONTHS' PAY IN ADDITION TO MONTHLY PAY OF \$1.20 PER WEEK

EVERY OPPORTUNITY FOR ADVANCEMENT

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**It** is issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

**It** is being printed from plates. It is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

**It** is published for the benefit of advt. patrons may, on application, obtain special confidential terms.

**It** is if any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, APRIL 29, 1903.

**PRINTERS' INK** is a journal for advertisers. It is the oldest and most prominent of its class. It was the pioneer of the art of advertising and has had over two hundred imitators, of which scarcely a dozen survive. Its fifteen years' career has been a successful one. It has fostered during this time a spirit of business publicity which has brought success to those who were in a position to take advantage of the teachings and precepts of the Little Schoolmaster. Its influence has practically doubled and quadrupled the advertising revenues of meritorious periodicals. It has been the friend and champion of the daily press and every other honest method of publicity. It has helped and stimulated every business enterprise depending on advertising and has also been the incentive to many a young man's first step towards achievement in the business of advertising. From the foregoing one might infer the Little Schoolmaster was altogether too egotistical in its own estimation. He thinks however he stated his own case with laudable modesty. The Little Schoolmaster has always regarded modesty as his chief virtue. He would like to know how some of his pupils think about this. The three best arguments in his favor and also the three worst ones against him will be published in letter form, with such comments of his own as he sees fit to make. There will be no reward for such service except the one which comes from the consciousness to have contributed to make **PRINTERS' INK** still better, if that be possible.

Ads that help one business may prove powerless when applied to another and similar business.

EVERY notable business success of record is a sledge hammer argument in favor of good advertising.

FROM *Power*, New York, comes "a little book intended to show the power of *Power* in power-plants, and why the printing of persuasive publicity in its pages is productive of prosperity." The arguments are straightforward and have a note of honesty and personality that make them very convincing.

THE judicious advertiser counts persistence as a cardinal principle. But he persists only in well-doing. To steadily spend money in exploiting a commodity that is weak from the business standpoint, or to adhere to an advertising policy that is fundamentally wrong, is not the sort of persistence that brings success, but plain, old-fashioned, bull-headed obstinacy. Be sure you are right before you go far in advertising. It is a potent force behind a sound proposition, but it will not further a business fallacy.

WILLIAM SHAKESPEARE—not the playwright, but the man in Kalamazoo who makes fishing tackle—offers \$100 in prizes for the biggest large and small mouthed bass caught this year, photographs and authentic measurements to be submitted to him in competition. Mr. Shakespeare has done rather a limited amount of advertising compared with some of the large firms that have spent fortunes to popularize a name, but his odd cognomen, once seen, is always remembered in connection with his products, and probably every reader of the magazines during the past ten years connects the name with fishing tackle and patent baits, and knows that it belongs to a man in Kalamazoo who makes these outdoor necessities.

WE think we cannot invest our money in any way that would be more profitable to us than for our young men to read **PRINTERS' INK**.—Geo. T. Brodnax, Inc., Memphis, Tenn., April 11, 1903.

"THE Building of the Ship" is a succinctly written folder from Ross D. Breniser, adwriter, 12th and Chestnut streets, Philadelphia, in which the facts and raw material that go to make interesting publicity are likened to the rough lumber and crude iron and steel that enter into the building of an ocean liner. The idea is good—perhaps new—certainly well handled.

A BOOKLET describing granite monuments from the American Monument Co., Machias, Maine, is noteworthy for dignity, clearness and completeness of statement and straightforward arguments that avoid the mawkish. Prices are plainly quoted, and the advantages of granite memorials over marble and other sorts, are set forth convincingly. This company advertises in farm papers, always quoting prices, and its advertising is as good as any that the Little Schoolmaster has seen in this line.

APROPOS of the tendency among publishers to give advertisers the benefit of special service in preparing copy and pictures, the *Youth's Companion* mails a large booklet showing exceedingly attractive ads that have been prepared in its offices for Baker's Cocoa, Pears', White House Coffee, Fairy Soap, Rubifoam, Mennen's Talcum, Bailey's Rubber Brushes, Sapolio, Iron Clad Hosiery and Douglas Shoes. Nearly fifty separate ads are shown, and each contains a vigorous advertising idea well worked out.

THE various stages through which an advertisement passes are illustrated in a large booklet entitled "Eight Points for the General Advertiser," issued by the A. N. Kellogg Newspaper Company, Chicago. Eight fine wash drawings by Charles M. Relyea illustrate "The Article," "The Adwriter," "The Compositor," "The Medium," "The Price," "The Files" and "The Returns." The printing is creditable to the Barta Press, Boston, as are the engraved halftones to the Gill Engraving Company, New York. By an oversight the address of the Kellogg Company has been omitted.

AS AN example of concessions sometimes made by New York papers to secure a desirable advertisement, it is said that the New York *News*, whose regular rate is twenty cents a line, offered to carry the advertisements of the "Dry Goods Combine" at two and one-half cents a line—and the advertising man of that organization turned the proposition down.

THERE are just thirteen newspapers in the United States to which the American Newspaper Directory accords a quantity of circulation of over 20,000 with the gold medal for quality denoted by the mystic symbol (●●), the meaning of which is explained in this note:

(●●) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ●.—*Webster's Dictionary*.

Of these, six are represented in "A Roll of Honor" on pages fourteen and fifteen. The papers are Washington, D. C., *Star*, New York *Times*, Milwaukee *Evening Wisconsin*, Chicago *Tribune*, Boston *Evening Transcript*, Philadelphia *Public Ledger*.

"SELECTING Summer Homes" is a tasteful folder from the *Evening Post*, New York, setting forth the merits of that paper as a medium for advertising hotels and summer resorts. Rates and specimen ads are given, and the manner in which the folder has been printed and illustrated reflects credit on the Patteson Press, New York. The *Evening Post* claims, and with excellent reasons, that it is the most profitable medium in New York City for this class of publicity—and a greater number of people go to summer resorts from New York City and vicinity than from any other part of the United States. From 200 columns of this advertising printed in 1897 between the months of May and September, the showing has increased to nearly 500 columns printed during the same period of 1902. Instead of a large special resort number of the sort issued by so many dailies the *Post* makes a practice of printing resort articles in eight Saturday issues during May, June and July.



WITHOUT mouth-to-mouth advertising no business man could long continue in business.

At the Kansas City postoffice during March there were paid for \$13,986 worth of second-class matter, mailed by the seventy-five publications in that city entitled to the privilege of mailing at this rate. Of this aggregate the sum of \$6,636, or nearly one half, was paid by the Kansas City Star.

For the last two or three months the postal authorities at Washington have been in constant communication with the English postmaster general on the subject of two-cent postage between England and the States. The matter has now so far progressed as to justify both governments in appointing a commission to go into the subject fully. Five experts on postal work will be appointed by each government, and they will meet in New York, probably at the premises of the New York Chamber of Commerce, early in July.

CONSIDERING the unquestionable popularity of the correspondence school idea, it seems strange that no one has heretofore applied it to business. Now, however, the Eastman Kodak Company announces a correspondence school of photography, instruction in developing, toning, printing and the other technicalities of the art to be taught free to those owning Kodak or Brownie cameras, one dollar being required as a fee for necessary text books. Individual criticism is to be given to each pupil, and the tuition has especial bearing upon the new method of developing plates and films without a dark-room. It stands to reason that this school will not only be an excellent advertisement for the Eastman cameras, but that it will be also a guarantee of the worth of the goods and a means of maintaining the buyer's interest in photography, promoting the sale of supplies and of more expensive instruments. Take it all in all, the correspondence school as an auxiliary to general advertising seems to be the best form of this interesting educational institution.

# Chicago News

## LIST OF Advertisers

Every man having much to do with the placing of advertising finds himself in receipt now and then of a communication directing his attention to THE CHICAGO NEWS.

That paper has taken much pains to compile, revise, correct and keep in order a pretty complete list not only of the men who are general advertisers but also of those individuals who have the preparation and placing of the advertising.

THE CHICAGO NEWS' list of names of persons interested in advertising has recently been placed at the disposal of the publishers of PRINTERS' INK for their exclusive use, and a sample copy of an early issue of PRINTERS' INK will shortly be mailed to every name on the list, for the purpose of obtaining subscriptions from such as are not already numbered among the Little Schoolmaster's pupils.

Announcements calculated to interest advertisers will be well placed in the proposed special issue of PRINTERS' INK, and no extra charge beyond the ordinary rates will be demanded for that special issue. For further information address

**PRINTERS' INK**  
10 Spruce Street  
NEW YORK

THE Pe-ru-na people are generally allowed the advertising agent's commission by the newspapers with whom they make direct contracts. The Postum Cereal Company are said to have had much difficulty about securing terms equally favorable and have finally decided to establish an advertising agency of their own. It is called the Grand-in Advertising Agency.

SINCE proposing the department "A Roll of Honor" publishers and advertisers have indorsed the plan. The latter consider it a first-class service of practical information. Up to the time of going to press, "A Roll of Honor" contains the names of 37 dailies, 22 weeklies and 10 monthlies, covering 26 States, whose publishers make definite circulation statement or whose papers are distinguished by the gold marks (●●), the emblem for superior excellence in quality. "A Roll of Honor" is a classified index of choice papers.

IN connection with a recent article in PRINTERS' INK upon the use of quotations in advertising, the *Iron Age* submits four page ads which appeared in that publication during January, February, March and April. Taking the form of a continued story describing the annual ball of the tools made by the Morse Twist Drill & Machine Company, New Bedford, Mass., this series describes the quality of various sorts of drills, taps, chucks, reamers, cutters, dies, screw plates and the like. Each ad is preceded with appropriate lines from Longfellow, while the last two ads of the series are almost wholly made up of quotations from Shakespeare. These show a thorough knowledge of the Bard of Avon, and are very interesting for the ingenuity and research exhibited. Advertising men will be certain to question their advertising value, which can only be determined, of course, by returns. Certainly the series is "different," and even though there is doubt as to it being the best matter that could have been written for the space, it is unquestionably better than the average trade journal announcement.

AMONG the bright publications maintained in the interests of railroads is *Clover Leaves*, a monthly published by the passenger department of the Toledo, St. Louis & Western Railroad, better known as the "Clover Leaf Route." C. D. Whitney, general traffic manager, is the editor, and the publication office is at Toledo. The April number contains an article by George H. Daniels on railroading as a career for the coming man. After dividing railroading in general into nine departments, of which one is that handling the passenger traffic, Mr. Daniels treats that with which his own life work has been identified. Before going into the various details of tickets, rates, baggage, excursions, dining cars and other sub-divisions he takes up the subject of publicity:

I name the advertising department first, not that it is absolutely the most important sub-department, but because nearly every move made by the passenger department must be advertised, if the company is to receive the greatest value from the transaction, and the advertising must be ready in advance of whatever action is taken. The preparation of advertising is an important factor, and the man who is able to prepare attractive and telling advertisements is a valuable man, who will sooner or later secure his reward. The young man who is fitting himself for a position in the advertising department of a railroad must have a fair education—the more complete the better. He should cultivate the habit of observing closely what others are doing in the advertising field, and keep as closely in touch with current events as possible. He should cultivate clear, concise and truthful statements, so that the public will understand when they see one of his advertisements that what he states is true. He must be willing to work early and late, for often the thing to be advertised is not known until late in the afternoon, and it must be in the papers the next morning, and sometimes this means that it must be in every important newspaper office from the Atlantic to the Pacific within six hours from the time he gets the information. There is another feature of the advertising department that is nearly as important as the preparation of advertising, and that is its distribution. A man may produce advertising that would charm an angel, but if he has no means of getting it to the angel, it does not charm. To get advertising into the hands of the people for whom it is prepared is one of the problems of every advertising man; and the space for this article is too small to undertake to elaborate this part of the subject. Each man will have his own idea as to how best to get his advertising matter into the hands of those he wants to have read it. In our advertising department young men begin as office boys and junior clerks, and

work up gradually into good positions in the course of a few years. This depends upon their ability and adaptability to this particular work. Most of them are graduates from the public schools of New York.

A FEATURE of the ads in the *World's Work* is the "double-header" that occurs every sixteen pages in the advertising sections. This magazine is sewed, and the sixteen-page "signatures" open flat. The center pages of each "signature" permit of a double-page ad printed clear across the inner margins, whereas in the ordinary magazine, which is bound with staples, this space must be given to margins. The "double-header" pages are sold to advertisers who take two pages, and no charge is made for the extra space. This space is about a column wide and eleven inches in depth, measuring one hundred and fifty-four agate lines. At the regular rate of sixty cents a line this comes to \$92.40, or nearly half a page. There are, of course, only four or five of these "double-headers" in the ordinary issue of the magazine. It has been suggested that more could be added by printing eight or four page "signatures," but the extra cost of presswork mitigates against this. The only other magazines sewed in this manner are the *Atlantic Monthly*, *North American Review* and some of the large quarterlies that carry little advertising.

CONTRACTS for advertising in *PRINTERS' INK* by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata* without forfeit or increased price on account of failure to continue the full time agreed upon.

As elsewhere advertised in this issue, *PRINTERS' INK* will shortly mail a special edition to a list of general advertisers and persons who have the preparation and placing of advertising. The list is prepared by the *Chicago News*, and has been carefully revised and kept in order to date.

A ROLL OF HONOR—  
on pages 14 and 15.

THE imports into the United States exceeded one billion dollars in the twelve months ending with March, 1903. This is the first time in the history of our foreign commerce in which the imports in twelve months have exceeded \$1,000,000,000. Prior to 1870 they had never reached as much as a half billion dollars in a single year, and it was not until 1890 that they reached three-quarters of a billion dollars in value, and now for the first time they have passed the billion-dollar line. Meantime the exports have grown with like rapidity. In the twelve months ending with March, 1903, the total exports were \$1,444,786,954, against \$1,001,596,683 of imports, giving an excess of exports during the twelve months of \$413,190,271. Exports never reached a half billion dollars' value in a single year until after 1870. In 1880 they passed, for the first time, the three-quarters of a billion-dollar line; in 1892 they for the first time exceeded \$1,000,000,000, and in the twelve months ending with March, 1903, they were \$1,414,786,954, and should the exports of April, May and June average as high as those for March, they would bring the total exportations for the fiscal year past the \$1,500,000,000 line. The growth in imports has been especially marked during the past five years. In the twelve months ending with March, 1899, they were 660 millions; in the twelve months ending with March, 1902, 902 millions; and in the twelve months ending with March, 1903, \$1,001,596,683.

This increase in importation is chiefly in manufacturers' materials. While the details of the March imports are not yet completed by the Treasury Bureau of Statistics, the figures for February and for the three months ending with February show a marked increase in the proportion which manufacturers' materials form of the total importations. In the month of February alone manufacturers' materials formed more than fifty per cent of the total imports. Of the total imports of February, 1903, fifty-one and three-tenths per cent were manufacturers' materials, while in February, 1902, only forty-

seven and four-tenths per cent were manufacturers' materials. In the eight months ending with February, 1903, manufacturers' materials amounted to 320 million dollars, against 270 millions in the corresponding months of the preceding year, an increase of 50 million dollars, or nearly twenty per cent. In the fiscal year 1885 manufacturers' materials formed thirty-three per cent of the total imports; in 1895, thirty-seven per cent; in 1899, forty per cent; in 1902, forty-six per cent; in the eight months ending with February, 1903, forty-seven per cent; and in the month of February, 1903, fifty-one per cent.

ABOUT the best advertised thing in advertising is advertising itself. When the Little Schoolmaster set up shop fifteen years ago the general public was considerably astonished to find that advertising was a force that could be treated in a weekly paper, and the very newness of the idea gave him a name that has continued unto this day. Now, however, there is hardly any department of business that is attracting so much attention from the general public as systematized publicity. Everyman and his wife, and his sons, daughters and maiden aunt, want to know about advertising. The *Saturday Evening Post* is running a series of articles dealing with the advertising history of great business houses. The University of Chicago has conducted a series of lectures upon the subject. Frank Presbrey is to talk upon the "History of Advertising" at Chautauqua this summer. Magazine editors are waking up to the fact that here is a great field about which their readers want information. The daily and Sunday newspapers go into the matter from many sides, while the success of the advertising schools, whatever their benefit to their students, denotes this general interest. All of which goes to show that advertising is an immense force, wide as humanity and as vital as commerce. Whether a man ever uses this force in his own affairs, it is to his behoof that he know something about it, and the public has resolved to be posted.

**BULLETIN NUMBER 101**, sent out by the American Advertising Agents' Association, contains the following:

NEW YORK CITY, April 11, 1903.

TO PUBLISHERS—In view of the many letters received asking for information we take this method of answering inquiries concerning the eligibility of the Grandin Advertising Agency. It is very evident that the purpose of forming this Agency is the distribution of the Postum Cereal copy, and securing for the Postum Company the benefits of advertising agent's commission. It is common report that the Postum Cereal Company has been trying for months past to place their business direct and secure the agent's commission. It is fair to presume that that effort proved unsuccessful with the publishers of the country; and now the Grandin Agency has been started (Mr. Grandin having been all along Mr. Post's advertising manager) and the Postum and Grape Nuts copy is now being sent out, in another effort to secure what the advertiser has failed to attain in dealing direct. So far there has been nothing submitted to this association by which they are entitled to recognition, and it was only last week that the American Newspaper Publishers' Association stated that they had not as yet applied for recognition. When they do, the A. N. P. A., we believe, have a competent committee to pass on the question of their eligibility. Our advice until then is that any orders accepted should be with the distinct proviso "subject to commissions only in the event of the Grandin Advertising Agency duly qualifying and being recognized by the various associations." The "various associations" referred to should include at least two if not all of the following Associations: 1—American Newspaper Publishers' Association. 2—American Advertising Agents' Association. 3—The Quoin Club. (magazine and high class weeklies. 4—Chicago Daily Newspaper Publishers' Representatives. 5—Publishers' Representatives. (mail order publications.) Two prominent publishers have furnished us duplicates of their instructions to their Chicago representatives. The Eastern publisher states: "I have instructed my Western representative to refuse commissions on the business as I most surely must do until they are properly recognized; and furthermore I have told him that he can say—It has been my experience covering a good many years in the business that advertisers who have left a good agency who had been creators of business, have usually given the papers far less copy than formerly, the reason, in my judgment being, that when the advertiser misses the advantages and the infusion of new matter from outside sources (which the agency is constantly giving its customers) it almost invariably reduces the contracts and in many cases the business is soon wholly withdrawn from the large publications of the country. This experience is easily verified by any publisher who has been five years or more in the business." The Western publisher writes: "Your decision in the matter of the Postum Cereal Co., is eminently proper and has the full approval of this office. We are

anxious to have all the business going, and if Mr. Grandin is recognized as an advertising agent, we of course, will be glad to extend him commission, but until that time the policy of this paper will be as it has been in late years, firmly on the side of not granting a commission to anyone except recognized agents, and those few advertisers such as Peruna, who have been granted commission by all the leading papers in the past. No new concerns will be taken on, and we are very glad to know that without instructions to that effect, you have gone ahead on the supposition that this was the policy to be pursued by this paper. Perhaps at some future time, when it becomes more generally known than it is known, the agencies will show their appreciation of our willingness to lose business unless we can get it at the gross rates, or through a legitimate advertising agency. The writer has always found the agencies ready at all times to co-operate, and so long as we stick to what we believe is right, feel that there is no cause for complaint on the part of the agencies. If Mr. Grandin is not recognized by the association, he will place his business through some agency, and the ——— will not be one of the papers classed with the rate cutters. We are the friend of the agencies and we want them to know it. We cannot say that we do not care whether Post advertises or not, because we do, but it must be at gross rates or through an agency. The Hayner Distilling Co., is another sample of this class of an advertiser. We do not get Hayner because we would not grant him commissions, although we ran it for years before that, through Stack. I understand that this is now being placed through agencies where they want to use a paper that will not give them a commission."

---

EBENEZER BUTTERICK, originator of the tissue paper pattern and founder of the Butterick Company and the *Delineator*, died recently at his home in Brooklyn at the age of seventy-three. Mr. Butterick retired from the business in 1881, and four years ago turned over all his interest in the firm to the sons of his late partner, J. W. Wilder. Mr. Butterick was born in 1829 at Stirling, Mass., where he served an early apprenticeship as a tailor. In 1859 he started in business for himself at Fitchburg, Mass., and soon after experimented in paper pattern making shirts. In 1864 he came to New York, where he laid the foundation of the immense corporation that has grown out of his invention.

---

AN anomaly, my son, is a newspaper that asks for advertisements and yet refuses to advertise itself.  
—*Saturday Evening Post*.

## LEADING NEWSPAPERS.

Publishers and others who were interested in the little volume issued by PRINTERS' INK in December last will be glad to know that a revised edition based upon the April 1903 issue of the American Newspaper Directory is now preparing for publication. The aim and object of this book was set forth in the preface of the first edition as follows:

Experienced general advertisers, whose business admits of buying publicity in all parts of the country, are quick to realize that all papers are not available for them and that the comparative value of service rendered often bears little relation to price demanded. It would not be an extreme case where, at the same cost, the advertising value of two papers might be as a hundred to one. That is to say, of two papers costing a dollar each for a specified service, the chance of returns from one might not be more fairly worth a single cent than that the other should be fully worth a hundred cents or more. It is by buying space in papers of the last-named class and keeping out of those of the other sort that good advertising managers earn handsome salaries and great advertisers accumulate satisfactory profits from an advertising investment. It is to aid advertisers in selecting the best, and thereby avoid using those that are less desirable, that this compilation of newspaper names has been undertaken.

---

GOING beyond the censorship now exercised by all reliable publications, the publishers of *Success* will indemnify readers of that very live monthly against loss through any fraudulent advertising that may gain admission to its pages. The following announcement appears in the April issue:

We desire to announce that, having exercised the greatest care in admitting to *Success* the advertisements of responsible and honest concerns only, we will absolutely guarantee our readers against loss due to fraudulent misrepresentation in any advertisement appearing in this issue. It is a condition of this guarantee that all claims for losses sustained shall be made within at least sixty days after the appearance of the advertisement complained of; that the reader shall mention in his communications to advertisers that he is acting upon an advertisement appearing in *Success* for April; and that the honest bankruptcy of an advertiser, occurring after the printing of an advertisement by us, shall not entitle the reader to recover loss from us, but only to our best service in endeavoring to secure the return of the money. We cannot, moreover, hold ourselves responsible for the accuracy of ordinary "trade talk," nor for the settling of minor disputes or claims between advertiser and reader.

**"AVOIDING TRUTH."**

BEAVER FALLS, Pa., April 13, 1903.

Editor of PRINTERS' INK:

The following advertisement appeared in the April number of *Mahin's Magazine*, and carries with it a headline that is nearer to the ideal, as set forth in the old adage that "a free confession is good for the soul," than any that has ever been the pleasure of the writer to behold:

**"SET A THIEF TO CATCH A THIEF."**

Any concern which buys printing in large quantities can save double what it would cost to hire me to make the contracts. I am a practical printer, familiar with all branches—stock, cuts, presswork, composition and binding. Am now superintendent of large printing concern. Will be open for engagement next month. Am reliable and can furnish any references desired. Address K. A. R., care of *Mahin's Magazine*.

That "there is honor among thieves," is attested by the candor in which the author makes the public announcement, in the head of his advertisement, but it is the opinion of this writer that exceptions will no doubt be taken by the great army of printers who are dragged into the mire by the advertiser, with the insinuation that they are co-partners in a nefarious line of business.

It is freely acknowledged, by all authorities in the art of adwriting, that a catchy head, well set, is the keynote to successful advertising; yet in this case, although the head may catch the eye, it hardly seems appropriate and in good form to, at the very outset, acknowledge yourself as being a thief and then continue with an appeal to concerns and persons placing large contracts in printing, to engage you as the contractor, setting forth that your services will be profitable and concluding with the assertion that you are reliable and can furnish references. It appears to me that the advertisement is not complete, inasmuch as it leaves a doubt in the mind of the reader, whether or not the advertiser means that he is a reliable thief and can furnish references to that effect. Certainly the advertisement, arranged and headed as it is, can not instill the reader with much confidence in a man who places so little honor among the profession of which he is one, and who is so free to acknowledge that he, himself, is not above suspicion. It is further the opinion of the writer, that a more applicable head, or one that would avoid the necessity of self-conviction, and still carry out the same purpose, would have been, "Diamond cut Diamond," or possibly, "I know the tricks of the Trade," thereby avoiding the bitter truth. Yours respectfully,

J. J. NORDMAN,

TO THE  
**RICHMOND  
TIMES-DISPATCH**

The American Newspaper Directory for 1903 gives a higher circulation rating than is accorded to any other

DAILY PRINTED IN VIRGINIA

DAYTON, Tenn., April 16, 1903.

Editor of PRINTERS' INK:

Will you kindly give me some idea of the proportional market value between weekly newspapers of different circulation? For instance, how much more could a paper of 1,000 circulation get for its space than a paper in the same locality rated under 1,000, and in about what proportion does the value increase, as the circulation increases? I am planning a circulation campaign, but want to find out whether it will pay. Yours truly,

*W. A. Giboney*

Editor the Dayton Enterprise.

A thousand copies is the general advertiser's unit of value. The paper issuing more than a thousand gets into advertisers' lists somewhat more frequently than the paper that circulates fewer copies. On the whole, however, it is probable, taking one case with another, the paper with from four to eight hundred circulation gets about as much advertising and about as good prices as the one having from a thousand to twelve hundred subscribers. With local papers the amount of advertising patronage secured depends more on the hustle and push of the publisher and the typographical appearance of the paper than on the number of copies printed. Advertising value increases in proportion to the circulation but the price an advertiser will pay does not.



"JUST ISSUED."



**"BRITISH DEPOT, 46 HOLBORN VIADUCT, LONDON."**

So many leading pharmaceutical manufacturers in the United States carry on their stationery the words which head this article—"British Depot, 46, Holborn Viaduct, London"—that a development which has recently occurred there calls for no apology when recorded in **PRINTERS' INK.**

John Morgan Richards, who left the Park Row firm of Demas Barnes & Company in 1867, to come to Europe with one or two American drug-trade specialties, has had his office, at the address quoted, for some eighteen years—having previously done business in High Holborn and in Great Russell street. For more than thirty-five years, at his successive addresses, Mr. Richards has represented a constantly increasing proportion of all the American business in his own particular line which has come to Europe. No member of the American colony in England is better known. He is the Honorary Treasurer of the American Society in London (of which the American Ambassador and the members of the Embassy are *ex-officio* Committeemen) and was its Chairman in 1901; and he was one of the most prominent promoters of the recent American Exhibition at the Crystal Palace. Prior to his establishment in England, Mr. Richards had a long experience in America. He has placed on record the fact that the first important advertising contract which he made in New York for Messrs. Demas Barnes & Co. was made with Mr. Geo. P. Rowell, with whom, however, he had previously done business as early as 1860, when Mr. Rowell secured from him a considerable contract for the *Boston Post*.

With this considerable record behind him, Mr. Richards has become one of the most prominent business and advertising men in Anglo-American circles, and his British Depot for American goods has long been a well-recognized and permanent institution.

On the twelfth day of March, 1903, there was issued from Mr.

Richards' office a circular of which the following is a copy:

46 Holborn Viaduct.

LONDON, E. C., March 12, 1903.

DEAR SIR—I beg to inform you that for my personal convenience in the management and administration of my greatly increasing business and to enable my sons, J. M. Richards, junior, and Nelson Richards, who have been associated with me for nearly ten years, to take a larger share in the management thereof, I have registered it as a Private Company, which will in future be carried on as John Morgan Richards & Sons, limited. This will in no way affect the conduct or constitution of my business, and no shares are offered to the trade or to the public. I remain, dear sir,

Yours truly,

JOHN MORGAN RICHARDS.

The company has been registered as required by law, the signatures to the Articles of Association being John Morgan Richards, John Morgan Richards junior, Nelson Mortimer Richards, Thomas S. Beals, R. Liddiard, T. Russell and A. G. Warren, the first four being registered as Directors, of whom by the Articles there must be not less than three nor more than five.

Seen in connection with this incorporation, Mr. Richards said:

"There is absolutely no change in the conduct or arrangement of my business. Everything will move on exactly as at present, and no shares are or will be sold to anyone outside. My staff and departmental managers, who have been with me for long periods—up to 21 years in fact—retain their positions.

"The firm has been registered purely for personal convenience and for the reason stated in the circular you have read."

Mr. Richards' office is the British Depot for the following American houses, some of which he has represented for over 30 years:

Colgate & Co., New York; The Pharmacal Association, New York; Hall & Ruckel, New York; P. H. Drake & Co., New York; Carter Medicine Co., New York; Himrod Manufacturing Co., New York; B. T. Hoogland's Sons, New York; Centaur Company, New York; The Nutrolactis Company, New York; Davis & Lawrence Company, Ltd., New York and Montreal; Antikamnia Chemical Co., St. Louis; Emerson Drug Co., Baltimore; C. W. Randall, San Francisco; Eli Lilly & Co., Indianapolis; Caulocorea Manufacturing Co., South Portland, Maine.

as well as for:

Dr. Williams' Medicine Co., Ontario; L. Eeckelaers, Brussels; J. D. Stiefel,



Offenbach; Renouard-Lariviere & Cie., Succrs., Paris.

Mr. Richards' sons, who have had charge of departments under him for several years, and have been associated with the business for nearly ten years, are well known to many American visitors to London. 46 Holborn Viaduct is a keen advertising centre and PRINTERS' INK is a valued consultative assistant. The personality of Mr. Richards, who is 62 years old and of excellent health and activity, has always been recognized as the prominent feature of his business. No man, probably, is more consulted by intending advertisers of American specialties in Europe, and from no man can useful and experienced information be more cheerfully obtained. Hundreds of American advertising schemes have during the past thirty years been discussed or concocted in Mr. Richards' office from which he has never obtained or expected to obtain one pennyworth of business. This does not diminish the fact that he is a busy man and handles some of the most important American business in England, and will probably handle more with the increased convenience which the incorporation here recorded will afford.

#### NOTES.

"COMPENSATION" is the latest addition to the series of very meaty little booklets that have been sent out during the past few months by the *Grain Dealers' Journal*, Chicago.

A HANDSOME booklet from *Good Housekeeping*, New York and Springfield, Mass., sets forth the advertising and literary features of that household monthly and offers stock in the corporation that publishes it.

"Two Classes of Advertisers" is a handsomely made booklet from E. H. Cahill, the Pittsburgh adwriter, containing brief talks on illustrations, mediums, ideas and publicity in general. Pictures that have been made for customers are used to decorate the arguments, and the whole is effective. Printing by Jos. T. Colvin & Co., Allegheny, Pa.

"FURIOLOGY" is a small booklet sent out by the Milwaukee Produce Company, Milwaukee, Wis., in which quotations on raw furs, wool and produce are combined with entertaining odds and ends of prose and verse. That such methods pay the firm is shown in the fact that the booklet circulates to the extent of 40,000 copies, sent chiefly to people who write to be placed on the mailing list.

THE Commercial Club, of Corsicana, Texas, issues a small folder briefly setting forth the advantages and terms offered by that town to factories.

FOUR mailing cards from the Berlin Machine Works, Beloit, Wis., bear chatty technical arguments for that concern's planing and sawing machinery.

THE storage facilities of the Sibley Warehouses, 12 North Clark street, Chicago, are most convincingly set forth in a twelve-page booklet done in colors, showing views of the various sorts of storage rooms and giving terms in succinct paragraphs.

THE *Boston Journal*, Thursday morning, printed the announcement that the last issue of the *Evening Journal* would appear on Saturday, April 18, and that beginning Monday, April 20, the morning and evening editions of that newspaper would be consolidated.

CORTRIGHT metal roofs and roof paint, made by the Cortright Metal Roofing Company, Philadelphia, are succinctly described in a small booklet from the St. Elmo Lewis Press. An equally commendable brochure describes the process by which Cortright galvanized shingles are made.

"GAS SENSE" is a small folder from the Goodale Company, Kalamazoo, Mich., describing a new dial for gas meters that records in plain figures. The device seems to be worthy of a more elaborate presentation, such as an explanation of the manner of applying it to meters now in use, cost, etc.

"THE Percentage of Profit" is a dainty little booklet from the Osborne Company, New York, containing miniature reproductions of pictures by famous French painters that have been reproduced for this company's calendars. These pictures are exquisite, while the arguments for calendar advertising are convincing.

A LARGE folder from the N. W. Ayer agency, Philadelphia, shows specimen pages of the *American Newspaper Annual*, the issue for 1903 of which is now ready. This is the twenty-third edition of the well-known publication, containing descriptions of 23,221 periodicals in 9,867 towns throughout the United States, Canada, Hawaii and Porto Rico.

THE Dixon Educational Bureau, a Philadelphia institution that finds places for teachers and vice versa, issues a tasteful booklet explaining its requirements and quoting opinions from those served in the past twenty years. The matter was compiled by Benjamin Sherbow, who also issues a folder containing specimens of advertising literature recently prepared for a wide variety of propositions.

"THE Home of the Ostrander Business" is a neat booklet showing half-tone views of W. M. Ostrander's offices in the North American Building, Philadelphia, where the entire fourteenth floor, comprising 6,000 feet of space, is used in the work of selling real estate by mail. There are also branch offices in Chicago, San Francisco, Cincinnati, Denver, Kansas City, Minneapolis, Atlanta and Jacksonville.

A SMALL booklet describes the *Cumulative Index*, a monthly publication which classifies the articles in about fifty leading magazines and reviews for ready reference. It is published at Cleveland, Ohio.

"THE Voice of the Press" is a folder about a folder, containing newspaper comment upon the seventy-two page California brochure recently issued from the Detroit office of the Michigan Central Railroad.

THE removal of Protzman & Barr, the Pittsburg advertising writers and real estate promoters, to new quarters in the Farmers' Deposit National Bank Building, is announced in an odd brochure showing the location of offices.

THE four-page folder from the J. A. Harps Mfg. Co., Greenfield, Ohio, describing their "Never-Fail" can is not commendable for printing, but gives plenty of pertinent facts about the device and its method of operation.

AN excellent booklet for the coming season is being mailed by the Mount Kineo House, Kineo, Moosehead Lake, Maine. The description matter by Fred H. Clifford is compact and free from bombast, while the illustrations are alluring.

A NEAT sixteen-page booklet from the Sprague Electric Company, Chicago, contains pictures and descriptions of small motors and dynamos, with a list of places in which the company's machines have been installed during the past four years.

THE Edson Mfg. Co., Boston, sends out a folder containing excellent descriptions of and arguments for hand pumps and mining machinery. The form is not happy, however, being rather unwieldy. A small booklet would have stood a better chance of preservation.

IN a neat booklet are shown samples of Japanese vellum, made in the Imperial mill of the Japanese government and imported by the Japan Paper Company, 36 East 21st street, New York. This stock is peculiarly fitted to advertising literature in which fine plates are used.

"SOME Beauty and Health Secrets" is a neat booklet for general distribution issued by the Willard Chemical Co., Boston, setting forth the merits of three soap specialties made by this concern. The arguments are good and the printing is above the average for such literature.

"THE Light of the Home" is an interesting booklet from the New York Edison Company treating of the advantages of electric illumination for dining-rooms, bed-chambers, halls and kitchens, with a chapter on small electrical devices for heating and cooking. Matter and illustrations are commendable.

"READING FOOD" is a dainty little brochure wherein are set forth reasons why people in Brooklyn should read the *Eagle*. An outline of the methods by which the paper is edited, as well as a definition of its policy as a home paper, make up an excellent brief for the *Eagle* from the standpoint of the general reader.

A NEAT mailing card calling attention to spring styles in men's hats comes from J. A. Hosch & Bros., 414 East Water street, Milwaukee, Wis.

SOME very convincing technical arguments in a small space are contained in an eight-page booklet describing molding machinery, sent out by Stevens & Blume, consulting engineers, Detroit, Mich.

THE Flashlight Mirror, a German invention whereby colored advertisements are shown upon the surface of a common looking-glass in a most mysterious manner, is described in a small booklet from A. Allison, Denver, Colo., who has the rights for several Western States.

*Bidding for Trade* is a small house organ that has just been launched by the Robert Graves Company, New York. Its object is to increase the selling capacity of retailers by helping them to effective advertising methods, and to give late information about wall papers by publishing decorative schemes that may be worked out in the Graves products. The initial issue is tasteful and pithy, and the publication ought to furnish an admirable auxiliary to the distinctive advertising matter that is constantly being sent out by this firm.

ROBSON AND ADEE, the Broadway bookmen, Saratoga Springs, N. Y., have hit upon a unique window decoration and incidentally a fine advertisement for the new Nature Library under the direction of Mr. Adee. The window was trimmed with hemlock boughs and in the centre were placed two glass cases. The great attractions are inside these cases and are nothing less than seventeen white rats all tame and all with pink eyes that wink and blink at the group of youngsters who crowd around the window. Around the glass houses of the rats are exhibited the nine volumes of the new Nature Library in which all the American animals, birds and insects are vividly described.

PRINTERS' INK, which has rightfully earned the sobriquet, the Little Schoolmaster of advertising, has issued a book entitled "Leading Newspapers." This publication is not only devoted to dailies, but takes up class journals in addition. In commenting on the science of electricity mention is made of the fact that eighteen periodicals are published in this line, and a list is given of three weekly publications which are known to have a circulation of five thousand copies or over per issue. Of these three papers one is *Electrical World and Engineer*, and the other two are admittedly not electrical, except by association. Under the heading of "Engineering" a statement is made that 31 publications appear under this classification, and then follows a list of papers having admittedly a circulation of six thousand copies per issue to different branches, and the only electrical paper which is mentioned at all is *Electrical World and Engineer*. The testimony of the leading authority on newspaper advertising is convincing. The book contains 264 pages and is bound in cloth, with gold edges.—*New York Electrical World and Engineer* of Feb. 28, 1903.

# COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.  
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,  
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

In this department in a recent issue of PRINTERS' INK there would have appeared some more or less valuable remarks about the importance of trade marks, but they ran over the edge of the

painted on the side of a barn or gorgeously embossed on bond paper. Too much detail will spoil it. What is needed are clearness and openness—nothing which can possibly show up cloudy or mud-



No. 1.

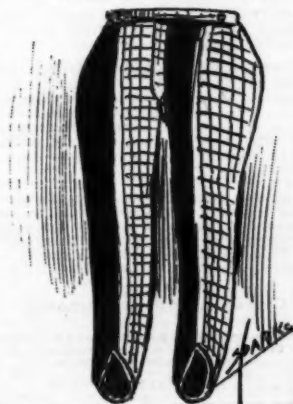


No. 2.

page and off into the surrounding atmosphere, and, therefore, the editor used his axe. A trade mark is a peculiar institution. A business man guards his trade mark almost as carefully as he does his family, and the general business sentiment in this respect is reflected in the stringent laws for the protection of trade marks. A man spends years of time and hard work and large sums of money in perfecting his goods and his business equipment and facilities. He spends large sums of money in advertising his product in all sorts of ways. The trade mark stands for all of these things. It must be associated in the mind of the public, not only with the name and character of the goods, but with their individual merit and superiority. A trade mark, being so important a matter, great care should be taken in selecting it, as after it has been selected, it cannot well be changed. A trade mark should be simple, distinctive and striking. It should be of a character that will look well whether stenciled upon a box,

dled, no matter how or where used. The man who is thinking of adopting a trade mark will do well to bear these things in mind and illustrations Nos. 1 and 2 form an excellent object lesson.

## ILLUSTRATED EXPRESSION.



PRESSED FOR MONEY.

# I love my love with a "V."

If your competitor is taking PRINTERS' INK, and you are not he has a great advantage over you because he is weekly put in touch with the mightiest advertising minds in the land, who are reaping a harvest from the seed sown in the field of publicity.—F. A. Van Gelder, Lima, N. Y.

PRINTERS' INK contains every week the opinions and advice of the highest advertising authorities. You may be doing good advertising, but it isn't so good that it can't be bettered. No advertising is as good as that. "The Little Schoolmaster" will show where you can improve it. If your business methods are at fault you can learn how to correct those, too.—Chas. M. Vernon, Emporia, Kansas.

PRINTERS' INK preaches good advertising straight from the shoulder; contains ideas and suggestions that cannot fail to benefit, criticizes good and bad advertising and in numerous ways points the road to prosperity. It is conservative, yet bright and "meaty," and stands foremost among the advertising journals of the world.—H. Russell Voorhees, Plainfield, N. J.

Any advertiser can make his advertising effective by the careful reading of PRINTERS' INK, the Little Schoolmaster in the art of advertising. This magazine tells you how you can infuse new life and magnetism into your advertising, making every word count in drawing patronage.—J. Stanley Voorhees, Plainfield, N. J.

THE advice of the advertising man who is constantly giving advice is not always so good as the advice of the man who, with advertising, actually does things, but it generally costs more.—White's Sayings.

THE fish that is caught twice with the same bait is usually a "sucker." The advertiser should remember that while the birth-rate of the "sucker" is said to be one a minute, the increase of those who are after him is proportionately great.—Jed Scarborough.

THE fool killer ought to go after the street car advertiser who prints his card with type that can not be read across the car. Avoid small or fancy type and be brief, and street car advertising will produce wonderfully profitable results.—Makin's Magazine.

## Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

### WANTS.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Bents any two other papers.

**COMPETENT proofreader** desires situation. Keeps books also. Non-union. A. A. JONES, 237 Floyd St., Toledo, O.

**GRADUATE** of journalism desires position as G. reporter, or other work; \$5 to start, R. WELLINGTON GUSTIN, Cave-in-Rock, Ill.

**ADWRITER**, poster designer and letterer wants permanent position. No tobacco, liquor or patent medicines. C. C. STEWART, with Ayer & Son, Philadelphia, Pa.

**WANTED**—Up-to-date advertising man who can command \$20,000, to take half interest in already established business. "PROPRIETARY MEDICINE'S," care Printers' Ink.

**WANTED**—By reliable, exp., mature man, connection as Eastern rep. trade paper or mag.; good corresp't, familiar with adv. getting and publishing details. ROGERS, 17 Spruce St., N. Y.

**WANTED**—A second-hand Mergenthaler machine; must be in good condition. Address, giving number of machine and price, "LINO-TYPE," care of Printers' Ink, P. O. Box 672, New York City.

**ADVERTISING** space wanted in exchange for job presses; five sizes; steel shafts, cut gears; no complaint in ten years; old printers indorse them. Send for circular. ALLEN, 81 Nassau, New York.

**WANTED**—A Quadruple or Sextuple newspaper press, preferably a Hoe make, and one with a color attachment preferred. State condition of machine and lowest cash price. Address "LOUIS," care Printers' Ink.

**EXPERIENCED** advertising man, perfect master of French language—fluent French copy writer and translator—wishes work to prepare or translate French copy. Prices moderate, service perfect. Address "I. R. C.," care Printers' Ink.

**I WOULD** like to hear from any one desiring to engage an advertising man. Will also attend to other duties if position does not warrant entire attention. Manager desiring assistant might drop me a line. Address "G. B.," Box 217, Milwaukee, Wis.

**WANTED**—Salesmen having established routes to sell a new, up-to-date pocket novelty as a side line. Also men who have a knowledge of advertising to sell the best advertising novelty ever offered to advertisers. G. F. COATES CO., Uncasville, Conn.

**PROPRIETARY MEDICINE FIRMS**, or others, who desire extensive newspaper advertising in the Southern States, where other service which will save money and produce "results," should write to MR. T. E. HANBURY, Atlanta, Ga. Twenty years' experience. Successful record. Thoroughly indorsed.

**HAPGOODS** wants to hear from every live, energetic man who is anxious to better his position in the business world. The demand for high-grade, experienced, capable, trustworthy men is greater than the supply. We have many very desirable openings for Managers, Treasurers, Bookkeepers, Superintendents and Private Secretaries, and are particularly anxious to get in touch with first-class advertising men of all kinds. High-grade exclusively. Write for details.

HAPGOODS, 257 Broadway, N. Y.;  
Monadnock Building, Chicago;  
Pennsylvania Building, Philadelphia.

### NEW BOOKS.

SHAKESPEARE'S Best Thoughts and Sentences, two splendid books, 12c. each, postpaid. MONITOR PUB. CO., 212 E. 5th St., Cin., O.

### SUPPLIES.

**W. D. WILSON PRINTING INK CO.**, Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

### BUSINESS OPPORTUNITIES.

**DOUBLE** your salary; learn to write good English. Prospectus describing new system of acquiring proficiency in English composition on request. Address

E. M. KEATOR,  
1254 Dean St., Brooklyn.

MAILING MACHINES.

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$12. F. J. VALENTINE, Mr., 178 Vermont St., Buffalo, N. Y.

SIGNS.

**STEEL Signs**, Big, Paint-Printed, Everlasting. Quantities, cheap. Sam Hoke Sign Shops, 608 W. 39th St., N. Y.

LITHOGRAPHY AND TYPOGRAPHY.

**CERTIFICATES**, Bonds, Diplomas, Letter-heads, etc., partly lithographed and to be completed by type form. Send for samples. KING, 105 William St., N. Y.

LETTERS.

**LETTERS**—All kinds received from newspaper advertising wanted and to let. What have you or what kind do you want? MEN OF LETTERS, 265 Broadway, New York.

TO PUBLISHERS.

**NEWSPAPER** publishers can add many dollars to their profits by our new co-operative advertising plan. Postal request brings details. TRIBUNE, Long Beach, California.

ADVERTISING NOVELTIES.

**A BRIGHT**, finely cut steel ball file, in metal bound leather case. Sample if interested to advertisers with your ad. on 10c.; 100, \$3.50; 1,000, \$30. J. C. KERNYON, Owego, N. Y.

CALENDARS.

**MOST** artistic line of advertising calendars ever offered. Write for price list. BASSETT & RUTHPIN, 45 Beekman St., New York City.

FINANCIAL.

**WRITE** to Mallett & Wyckoff, bankers and brokers, 10 Wall St., New York, for a copy of "Practical Wall Street." Contains valuable information of a practical nature for investors.

ELECTROTYPING.

**WE** make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER, 45 Rose St., New York.

TRADE JOURNAL OPPORTUNITY.

**A FIRST-CLASS** Trade Journal, making \$1,000 per month and capable of being increased to \$1,500 per month, can be had for less than \$100,000; one-half down. Great field. Excellent opportunity. "LEADER," care Printers' Ink.

HALFTONES.

**STRAIGHT** half-tones, 8c. min., 8c. in., any screen; ovals, \$1. KIEFFER, Engraver, 114 Hudson St., Hoboken, N. J.

**A ALWAYS** good half-tone from good copy. Price low, service quick. STANDARD ENGRAVING CO., 61 Ann St., New York.

MEETINGS.

**THE** annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election, will be held in the office of the Ripans Chemical Company, 18 Spruce St., New York on Monday, May 11, 1903, at 12 o'clock noon. G. V. QUILLARD, Jr., President.

PREMIUMS.

**RELIABLE** goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 31st issue now ready; free. S. F. MYERS CO., 45-50-52 Maiden Lane, N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

**H. SENIOR & CO.**, Wood Engravers, 10 Spruce St., New York. Service good and prompt.

ADDRESSING MACHINES.

**A ADDRESSING MACHINES**—No type used in the Wallace Stencil Addressing Machines, which address wrappers, envelopes, etc., at the rate of 100 per minute. A card index system of addressing, a great saving of time and money, used by Printers' Ink, Butterick Pub. Co., and scores of others throughout the country; write us for terms and circulars. WALLACE & CO., 20 Murray St., N. Y. City.

EXCHANGE.

**EXCHANGE** what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 10 cents per line each insertion. Send along your advertisement.

BOOKS.

**FAST-SELLING** books for mail trade. List free. NATIONAL INSTITUTE, Glen Ellen, Cal.

**SPRING** and summer clothing cut catalogue free. GEO. J. SMITH BUREAU, 621 Broadway, New York.

**"HOW TO DO BUSINESS,"** or Secrets of Success in Retail Merchandising. Valuable to novice and merchant. Prepaid \$2; agt's outfit \$1. Prospectus free. JEFFIN JACKSON, Chicago.

**"THEORY** and Practice of Advertising," first text book, fifty complete lessons. In paper cover prepaid, 75 cents, cloth \$1. GEORGE W. WAGENSELLE, A. M., Author, Dept. P. I., Middleburg, Pa.

**"LEADING NEWSPAPERS,"** a handbook for advertisers, compiled by the editor of PRINTERS' INK, is now ready for delivery. Every advertiser and every student of an advertising school should add this book to his working outfit. It's a handsome volume, substantially bound in green cloth and gold, pocket-size, and will be sent postpaid upon receipt of one dollar. Seven separate chapters give broadly written information that is valuable to every advertiser and necessary to know for everyone who intends to make a living by writing and placing advertising matter. Address PRINTERS' INK, 10 Spruce Street, New York.

FOR SALE.

**SIMPLEX** typesetting Machine, 8 pt., with type and galleys complete, in A1 condition, at bargain price. F. WESEL MFG. CO., 53 Fulton St., N. Y. Send for second-hand list.

**FOR SALE**—At a bargain, a modern Goss "Clipper" web perfecting press. Prints 8 pages of 7 or 8 cols., 28 in. In good running order. Also stereotype machinery. Cash or easy terms. BANGOR PUB. CO., Bangor, Me.

**FOR SALE**—Two Thorne typesetting machines, one for \$250 or both for \$400 cash. A very small expenditure will put them in good running order. For particulars address A. D. LEGG, care Binghamton Herald, Binghamton, N. Y.

**FOR SALE**—Control in established home and family magazine, excellent opportunity, good reasons for selling. Terms, small amount in cash, balance in easy payments. Address CORNELIUS S. LODER, 571 Broadway, New York.

**FOR SALE**—One 7-col. cylinder press. Fine—big bargain.

**FOR SALE**—One 6-col. quarto cylinder press with gasoline engine. A bonanza.

**FOR SALE**—Fine 7-col. and 8-col. folio Washington press. First class.

**FOR SALE**—20 new rubber blankets, 30 pairs fine newspaper chases.

**FOR SALE**—Fine Army press, one fine gasoline engine. Also new cylinder press.

All the above are positive bargains for country printer. Write quick.

WALKER & CO., Madison, Wisconsin.  
Mention PRINTERS' INK.

## COIN CARDS.

**\$3 PER 1,000.** Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

## PRINTERS.

**PRINTERS.** Write R. CARLETON, Omaha, Neb., for copyright lodge out catalogue.

**1,000 8-PAGE, 328 booklets** printed and delivered, **\$7.** High quality. MOTOR CO., Milo, Iowa.

**IF** you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

**PRESCRIPTION BLANKS**—10,000 standard size, perforated stub, flexible covers, physician's name, white or tinted paper, \$11.50. Neatly printed—the best there is. NACOGDOCHES PRINTING CO. (Inc.), Nacogdoches, Texas.

## ADVERTISING MEDIA.

**ADVERTISER'S GUIDE**, New Market, N. J. A postal card request will bring sample copy.

**WRITE** to us about "7 Business Bringers." THE RELIGIOUS PRESS ASS'N, Phila., Pa.

**ANY** person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

**N. Y. THEATER PROGRAMMES** are an accomplishment up-to-date advertising medium. For rates, etc., address ADOLPH STEIN, 108 Wooster St., N. Y. City.

**TOWN TALK**, Ashland, Oregon, has a guaranteed circulation of 3,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

**ONLY 50c.** per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

**PLANT** your ad in the POST. It reaches ten thousand readers among the wealthy agricultural class every week. 30 cents an inch, display; 5 cents a line, reading. POST, Middleburg, Pennsylvania.

**THE LIVE STOCK REPORT**, 16-page illustrated market and farm weekly, reaches 18,000 feeders, breeders and farmers. Rates: less than 500 lines, 7 cts.; 500 to 1,000 lines, 6 cts.; 1,000 to 3,000 lines, 5 cts.; over 3,000 lines, 4 cts. It's cheap but it's good. For evidence, sample copy, etc., address THE LIVE STOCK REPORT, Union Stock Yards, Chicago.

**50,000 GUARANTEED** circulation, 15 cents a line. That's what the PATHFINDER offers the advertiser the first Saturday every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

## ADVERTISEMENT CONSTRUCTORS.

**BUSINESS BUILDER** constructs advertising. Scofield Bldg., Cleveland, O.

**WANT** ads that pay! Write C. O'DONOVAN, 335 Division St., Fall River, Mass.

**ADVERTISING COPY** submitted on approval. IRVING KLEIN, 1154 W. 63d St., Chicago.

**MAIL-ORDER ADVG** written and planned. EUGENE KATZ, Boyce Bldg., Chicago.

**EVERY** little helps—said a good ad to a better one. Try C. F. KARR of Plainfield, N. J.

**ORIGINAL**, goods-selling "Jingles" written. MARY E. THAYER, 5 Gallup St., Providence.

**BUSINESS-BRINGING** ads—samples for a quarter. JOHNSON, 46 Ky. Ave., Lexington, Ky.

**JOHN A. BREA**, Allegheny, Pa., writes live ads that "stick out." Satisfaction guaranteed.

**SPECIAL** cuts and special writing for every retail business. Very low rates for 52. ART LEAGUE, New York.

**ADVERTISEMENTS**, booklets, folders, written and printed. GEO. W. WAGENSELLER, Middleburg, Pennsylvania.

**"LIVELY"** advertising copy is my forte. A. F. DRETZKE, writer and promoter of profitable publicity, Wausau, Wis.

**HENRY FERRIS**, his [H] mark, 918-920 Drexel Building, Philadelphia. Advertiser. Gimbel, Wanamaker, independent.

**RESULTS**—just what my clients say they get from the ads I write. I am willing to write yours. WM. H. BESACK, 934 Barnett Ave., Kansas City, Kan.

**I** WRITE ads that sell the goods—so patrons say. That's the kind you want, the only kind you can afford to buy. Send particulars. E. L. REID, Attica, Ind.

**I** HAVE a nice line of mailing cards which can be used to advantage by large manufacturers or jobbers. Will send samples. A. B. MERRITT, Grand Rapids, Mich.

**MY** work is worth paying for, because it gets business. I put brains into the things I write, and my client takes out the money. Why not consult me? ROSS D. BRENNER, 1300-4 Chestnut St., Philadelphia.

**IF** you are willing to pay a fair price for good work, let me send you some samples. If you are easily satisfied, some one else can satisfy you for less. BENJAMIN SHERBOW, Advertiser, 1619-21 Market St., Philadelphia.

**GOOD ADVERTISING**—I write plain, common-sense, convincing advertising matter. My ads are seen and read. I write and print advertising matter of every description. My large postal cards are pullers. Address WM. JOHNSTON, Printers' Ink Press, New York.

**GETTING GOOD RESULTS!** Write us on your business stationery for a copy of our interesting and handsome booklet, "HOW TO MAKE YOUR ADVERTISING PAY." VORHEES & COMPANY, Specialists in Your Advertising, Morton Building, New York.

**I** MAKE A SPECIALTY of preparing catalogues and form letters for manufacturers doing an export business, and by a system of order names and code words can greatly simplify the cable transactions. I should be glad to submit samples and suggestions. All kinds of advertising and designing.

C. B. PERKINS, 397 Atlantic Ave., Boston, Mass.

**ADWRITERS** and designers should use this column to increase their business. The price is only 10 cents a line, being the cheapest of any medium published considering circulation and influence. A number of the most successful advertisers have won fame and fortunes through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

**WHAT IS A "JINGLE"?** It is an easy, flowing verse—a metrical, musical, rhythmical stanza that "catches" the ear, and, through it, the mind. It is a pleasure to read a good jingle. It is a jar on the nerves to read a jingle that "jangles." Between diamonds and bits of window glass there is no greater difference than between good commercial verse with a point in every line, and the alleged "poetry" inflicted on advertisers to-day. I do only good work and I charge a good price for it. If you are looking for "bargains in brains" don't write to "JACK THE JINGLER," 10 Spruce St., N. Y. City.

**I DON'T CARE** how really good the things you make are, if you send out "cheap," poorly gotten up documents to advertise them strangers will suspect the actual goods to be of the same class as that poor advertisement of them. Few people would care to take such very costly chance of having their goods underrated if they thought of it—but lots of folks stick to just such unreasonable folly "year in and year out."

For a good many people who take no such "costly chances" I make Catalogues, Booklets, Price Lists, Circulars, Folders, Mailing Slips and Cards; Newspaper, Magazine and Trade Journal Advertisements, etc.

I gladly send samples of things that "suggest" goodness as well as describe it, in response to letters inspired by possible business for me.

FRANCIS L. MAULE, 425 Sanson St., Philadelphia.



Bald assertion will not convince sane people. You've got to educate before you can convince a person. If your goods are best, say so, of course, but tell why, in what way and how it happened. People want reasons. Every man, woman and child is a philosopher in this respect—people want to know what makes the wheels go round—simply knowing that they do go round is not enough.—*Jed Scarborough.*

### Displayed Advertisements.

30 cents a line; \$40 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

## New York Dramatic Mirror

181 W. 42d St., N. Y. Established 1879.

Reaches weekly every manager, actor, actress, theatrical employee and the great theatre loving public in every town having theatrical interests in the U. S. See the line of representative commercial advertisements now running in *The Mirror*. Rates and sample copies on request.

I want to get into communication with an industrial firm that wishes to publish a magazine devoted to its own interests—a "house organ," so to speak. For seven years I edited *Pratt's Ink*, then the most popular periodical devoted to the subject of advertising, and am at present conducting one now rapidly beginning to earn that distinction. If you live in New York and have been thinking on this subject I should be pleased to thresh the matter over with you at your convenience, without expense or obligation to you. If out of town the affair could be arranged by mail. OSCAR HERZBERG, P. O. Box 163, New York.

### Ad- Writing Practically Taught

I teach something more than words and names. My method gives you the vital principles which make advertising effective and valuable. I shall be pleased to send you on request a copy of *Printers' Ink* of Jan. 7th, containing an interview about my course of instruction. **Wolstan Dixey,** 156 Fifth Avenue, New York.

**\$1 CHECK PERFORATOR FOR 50c**  
SENT PREPAID.



A combination ruler, paper cutter and check perforator, simple, durable and accurate, made of aluminum, weighs less than an ounce. Does the work of a more expensive and heavier check punch. You cannot afford to be without it. Don't delay. Send 50c. to-day to **Julius L. Brown, 9117 Commercial Av. Chic.** Agents wanted. Quan. price on appl.

## OUR EXCLUSIVE FIELD,

## Southeastern Pennsylvania

100,000 INHABITANTS,

in one of the richest and most prosperous sections of the Keystone State.

1,000 Industrial Establishments employing 20,000 employees, whose aggregate wages exceed \$9,000,000 in a single year.

## THE Chester Times,

has more than twice the circulation of any other Chester daily and covers this field thoroughly. Write for rates and other information.

### CHESTER TIMES,

WALLACE & SPROUL, . . . Pubs.  
CHAS. R. LONG, Business Manager.

F. R. NORTHRUP, 220 Broadway,  
New York Representative.

## In a Class By Itself.

That's the position occupied

BY

## The German Daily Gazette

At least 50,000 Germans read it daily and read no other, because they cannot master the English language.

Advertising rates on application.

The Philadelphia  
German Gazette,  
924 Arch Street.





### ILLUSTRATE Your Ads.

Our out catalog (sixth edition) represents the best collection of half-tone and line cuts for advertising and illustrating purposes in the world. Price post-paid 50c. (refunded). Spauls Publishing Company, 90 Sudbury Street, Boston.

### CANADA.

CANADIAN ADVERTISING is best done by THE  
DESBARATS ADVERTISING AG'Y, Montreal.

### A GREAT

### MANUFACTURERS' FAIR

will be held in July and August at  
**OLD ORCHARD BEACH, MAINE,**  
just when the season reaches its height.  
Most valuable advertising opportunities  
are now offered. For particulars write to  
**J. M. RYAN, Old Orchard Beach, Me.**

### CONVINCING ADVERTISING

My work has largely been with difficult propositions. The kind which require strong, plain, convincing arguments.

When this sort of advertising needs illustrations they must bring out the business points clearly to the eye and the mind.

I like to write such advertising and supply such illustrations for newspaper, magazine, car card, booklet, or any other medium. I want to hear from concerns that want convincing advertising.

**WOLSTAN DIXEY,**

156 Fifth Avenue, New York.

# Virginian-Pilot's CIRCULATION.

### SWORN STATEMENTS

Average	daily	entire	year	1897,	6,077
"	"	"	"	1898,	7,826
"	"	"	"	1899,	8,060
"	"	"	"	1900,	9,378
"	"	"	"	1901,	9,815
"	"	"	"	1902,	10,793

Virginian & Pilot Publishing Co.,

R. E. TURNER, Supt. & Adv. Mgr.

REPRESENTATIVE FOREIGN ADVERTISING,

**Vreeland-Benjamin Special Advertising Agency,**

150 Nassau St., New York.

Tribune Bldg., Chicago.

The Most Popular Jewish Daily.

## DAILY JEWISH HERALD

Established 1887.

### Largest Circulation

Reaches more homes than any Jewish newspaper, therefore the BEST advertising medium.

### The Volksadvocat Weekly.

The only weekly promoting light and knowledge among the Jews in America.

M. & G. MINTZ,

PROPRIETORS,

132 Canal St., New York.

TELEPHONE, 988 FRANKLIN.

Circulation Books Open for Inspection.

## WHEN

a strong Republican two-cent  
evening paper like

## The Jersey City Evening Journal

has far the largest circulation  
in a Democratic stronghold  
that means something that  
shrewd advertisers appreciate.

### DAILY AVERAGE CIRCULATION:

1890—14,486. 1900—15,106

1901—15,891. 1902—17,532.

**1903—18,460**

**A HOME, Not a Street  
Circulation.**

### A Phenomenal Journalistic Success

# The Salt Lake Telegram.

The Only 3c. Paper Published in Utah.

It has the largest average evening circulation of any daily published in Utah, Idaho, Nevada and Wyoming. To reach those States, you should advertise in THE SALT LAKE TELEGRAM.

**S. C. BECKWITH SPECIAL AGENCY.**

*Tribune Building, - - New York.*

H. M. FORD, 112 DEARBORN STREET, CHICAGO.

## NOTES.

"THERE is room at the top—take the elevator" is a concise, forceful folder from the *International Journal of Surgery*, New York.

"OUR City, Our Neighbors and Ourselves" is the title of a compact booklet describing Lowell, Mass., and two of its dailies, the *Morning Citizen* and *Evening Courier*.

THE March number of the *Auto Era*, a fine little monthly published in the interests of the Winton Motor Carriage, made at Cleveland, Ohio, deals with the recent automobile show held in that city.

THE Meriden Britannia Co., Meriden, Conn., is conducting another mailing card campaign for the celebrated "1847" silver plate, sending out a series of twelve handsome cards at intervals to 16,000 retail jewelers.

"A LITTLE Story of a Large Success" is a sixteen page booklet of very straight talk from Butler Brothers, Chicago. It is accompanied by a folder entitled "If Your Sales were to be Doubled To-morrow" which goes into the very heart and marrow of successful retailing.

THE *Bulletin*, the monthly paper published in the interests of the New York Edison Company, has been slightly enlarged and is now illustrated with half-tones in colors. The last issue contains an interview with Thomas A. Edison on electric automobiles, written by John Irving Romer.

THE Minneapolis *Tribune* issues a statement of circulation for 1901 and 1902 by which it appears that the *Daily Tribune* had an average of 66,872 during the past year, with 56,351 for the Sunday issue and 74,714 for the *Farmers' Tribune*, semi-weekly. The statement is signed in autograph and bears a notary's seal.

"FACTS in the Case" is a booklet of the soundest, sanest drug talk from C. M. Curtis, Denton, Texas. Not only does Mr. Curtis convince one of his ability as a prescription pharmacist and the completeness of his stocks, but specific remedies are explained separately, formulas being given as well as directions for use. Such literature will not be neglected by the general public.

ACCORDING to the Omaha *Bee* the postoffice department has recently aroused farmers in the West by requiring the postmasters in towns having rural delivery service to post the addresses of all patrons of the routes for the benefit of advertisers and advertising solicitors. The farmers contend that this order will be the means of flooding their mail with undesirable advertising and that this order is contrary to all former methods of conducting postoffice affairs.

"DIRECT Testimony" is a novel little booklet from the Pittsburgh *Herald* in which the case of the retailer who neglects to advertise is tried by the public, and decided against him. Letters testifying to the worth of small retail ads in the *Herald* are printed as evidence, and the paper offers to handle the advertising of any good retail business one month and present a receipted bill for the service and space provided the advertising has not paid for itself and brought a handsome profit.

IN a small booklet from the *Boot and Shoe Recorder*, Boston, are described various "combination offers" in advertising for manufacturers and jobbers in this trade. The *Boot and Shoe Recorder*, like many other trade journals, maintains an advertising service department, and for a certain sum per year undertakes to promote business through space in its own pages, supplemented with catalogues and literature. The "combination offers" number fifteen all told, and range in cost from \$365 to \$2,400 annually.

# W. L. Douglas

## \$3.50 SHOES

UNION MADE  
Men's Shoes Worth \$5 for \$3.50

The new shoes from \$3.50 to \$5.00 on your feet.

Now starting by wearing W. L. Douglas \$3.50 shoes.

They are made in every way to make them last longer than any other shoes. The famous sole of W. L. Douglas shoes proves just superiority over all other soles. You will find a pair of high tops for cool and rainy weather, and a pair of low cut oxfords for warm sunny days. Cost you \$11.00 to \$12.00 for these two pairs of shoes when you can get just as much style, comfort and service in two pairs of W. L. Douglas shoes for \$7.00.

The Douglas recent practice of having his shoes made absolutely pure leather, none lined and not even longer than any other shoes in the world. The shoes have more than doubled the past few years, would prove to be superior. Why not give W. L. Douglas \$3.50 shoes a trial and send \$3.50 to \$2.50 on every pair.

W. L. Douglas shoes are made under the same conditions as the famous world-famous shoes.

\$50,000 REWARD with the name to anyone who will send a letter to W. L. Douglas, 270 Broadway, New York, N. Y., and state the name and address of the person who has been wearing W. L. Douglas shoes for a year or more.

THE WORLD'S LARGEST MANUFACTURING FACTORY

FIRST QUALITY SHOES

FOR ROLL FOR LABOR

"DOUBT" FOR WALK

CAPACITY 1000 PAIRS PER DAY

NOW THE SHOE OF THE FUTURE

CAUTION! Beware of cheap imitations.

IT TELLS THE WHOLE STORY.

*Led All*

---

In the year

1902

## **The New York Times**

---

Led every other New York morning newspaper in the volume of

*Dry Goods, Book, Resort, Instruction,  
Financial and Legal Advertising.*

It gained more than half a million lines of advertising over

1901

It carried more lines of advertising of all kinds, six days in the week, than any other New York morning newspaper.

It gained more lines of advertising, six days in the week, than any other New York morning newspaper.

All these gains were made, notwithstanding the exclusion of all classes of objectionable advertising.

**The New York Times**

*"All the news that's fit to print."*

OFFICE OF  
***The Hartford Times***

---

HARTFORD, CONN., April 1, 1903.

GENTLEMEN : Owing to the great demand upon our columns for position top of column and next reading or first following and next reading, we find ourselves obliged to decline all such advertising contracts that call for insertion prior to June 1st next. No contracts will be made during April and May other than for run of paper.

Very truly yours,

THE HARTFORD TIMES.

**T**HE above letter was sent to all advertising agencies on April 1, 1903. It doesn't follow that foreign advertisers are to receive no consideration from **Connecticut's Leading Newspaper.**

THE HARTFORD TIMES probably carries more advertising than any other daily paper issuing no Sunday edition in this country.

While 18 to 24 pages are printed every day there is a limit to the number of full positions, and therefore again the management insists upon favoring the run of paper contracts.

No advertisements are "buried" in the columns of THE TIMES. A highly profitable and satisfactory service is assured all advertisers who come in under the new conditions.

---

**THE HARTFORD TIMES,**  
HARTFORD, CONN.

## Increase in Circulation No Increase in Rates

Beginning with the June issue and continuing each issue thereafter the circulation of

## Park's Floral Magazine

will be increased to

### 375,000 COPIES

The present rate of \$1.25 per line will be continued. Rate for circulation considered, this publication is one of the lowest priced advertising mediums in the United States.

With its enlarged and improved facilities, the paper can be mailed in from 8 to 10 days. This gets it into the mails quickly and is a great advantage to advertisers. The paper has been much improved in appearance, both typographically and in the quality of paper used. **Park's Floral Magazine** is to-day the best publication in the United States devoted exclusively to Flora. Its readers are *buyers*. The subscription has been built up by advertising.

A trial advertisement will make you a regular customer. Forms close 15th of month preceding date of issue.

### THE C. E. ELLIS COMPANY

Advertising Managers

713-718 Temple Court Building,  
NEW YORK, N. Y.

112 Dearborn Street,  
CHICAGO, ILL.

# THE DAILY NEWS

does not claim to be the whole thing in Nashville, but it is more of the whole thing than any other newspaper in Middle Tennessee.

It comes nearer covering all of the Nashville territory than any other newspaper.

---

---

## Daily Average Sworn Circulation :

For December, 16,055.

January, 17,237.

February, 19,341.

March, 19,626.

Total, 72,259.

---

---

Daily Average  
for  
Four Months,

**18,084**

---

---

## R A T E S :

One Time, 5c. per agate line

More than one time and less than

14,000 lines, 3 l-2c. per agate line

14,000 " 3c. " "

---

---

*Daily News, Nashville, Tenn.*



# "Ask and You Shall Receive"

My new price list is ready, and can be had for the asking. It would pay every publisher and printer throughout the country to read its contents from cover to cover, and thoroughly digest the arguments. It gives valuable suggestions about the use of inks, the care of rollers, and in fact everything pertaining to the press room. My prices of inks have not changed, as I did the marking nine years ago and threw away the brush, never to use it again. There is only one risk incurred in buying from me, and that is trusting me with the money in advance.

When my goods are not found as represented, I buy them back and pay the cost of transportation. One hundred thousand orders, each accompanied by the cash, from ten thousand different concerns located in all parts of the world, is not such a bad record for an ink man that never hired a salesman nor started a branch house, nor shipped an ounce of ink that was not paid for in advance.

My job inks are put up in cans or tubes from  $\frac{1}{4}$  lb. upwards.

ADDRESS

**PRINTERS INK JONSON,**  
**17 Spruce St., - - New York.**

## CLIPPED AND PASTED.

"YESTERDAY, with the temperature down to thirty-one degrees, was the day advertised by Mr. Twitchell of Clay Center for the grand opening of his ice cream "parlor."—*Kansas City Star*.

"Ads" of breakfast food around us Point to days when men untaught With their wisdom will astound us, Fed on predigested thought.

—*Washington Post*.

"I HEAR Metreman sat out in a rain-storm writing a spring ode."

"Yes, and make \$10."

"Then he sold the poem?"

"No, he caught a severe cold, used a patent remedy and then sold a testimonial to the manufacturers."—*Chicago News*.

ST. LOUISITE—Well, that place up at Petoskey where we boarded last summer advertised the truth, anyway.

Chicagoan—Indeed? That is a novelty.

St. Louisite—Yes, sir, They advertised, "Summer boarders taken in."—*The Lyre*.

BINGS—"How do you cook that new breakfast food you manufacture?"

Bangs—"Just add hot water and serve."

Bings—"But how do you manage to place it before the public?"

Bangs—"Just add hot air and nerve."—*New York Times*.

A PHILADELPHIA contemporary has discovered a joke in a dictionary, no other than the learned and staid "Century." It is one of those unconscious bits of humor:

Under the word "question" is the following:

"To pop the question—see pop."—*Milwaukee Wisconsin*.

THE following interesting advertisement appeared in a recent issue of the *Kölnische Zeitung* of Berlin:

A princely family is desirous of adopting a young man (not more than thirty-eight years of age), on whom the title of prince would thus be conferred. Replies to be addressed, but only by very wealthy applicants, personally, to the office of this paper.—*Memphis Commercial Appeal*.

"BUT," observed the editor of the successful monthly, "it seems to me that we should increase the size of the magazine. This month we have one hundred and fifty-six pages of ads. That leaves but four pages for other matter."

"Is that so!" exclaimed the proprietor. "Well, that's good. Oh, no; we won't think of enlarging. Why, half our readers won't even get through the ads!"—*Brooklyn Life*.

AN American woman in Japan bought a can of mushrooms, and found the directions translated into English as follows:

"Direction.—If several persons will be to eat this in that manner they shall feel satisfied nutrition and very sweet or it can be put in the hot water for the half hour and then take off the lid. They shall be proper to eat. It can be supply without puridity for several years."—*Harper's Magazine*.

A KENTUCKY editor has the following announcement standing in his column: "A first-class paper, entered as second-class matter in a third-class postoffice."—*Northwestern Agriculturalist*.

A NEW YORK paper which publishes daily the list of vessels entering New York harbor from Long Island Sound runs the list under the stereotyped head "Passed Through Hell Gate." Recently an error occurred and the head was placed over the death notices.—*Buffalo Times*.

THERE was a sign in the window. It said: "These Suspenders 19 cents While They Last."

The sad-faced man walked in and accosted a salesman:

"You say these suspenders are 19 cents while the last?"

"Yes, sir, yes, sir."

"And how long do you suppose that will be?"

"A very few days, I assure you, sir."

"Good day, sir. I wouldn't have a pair that wouldn't last longer than that."

—*Ex.*

HE got into a down town car that was crowded. It was late in the afternoon during the rush hours. It was evident that he had hit the flowing bowl one too many. It was a difficult matter to tell whether his cravat was his hatband or his hatband was his cravat.

And yet, considering the load of responsibility he carried, there was a certain remnant of dignity about him which was preserved by a masterly effort.

Seizing a strap in the sardine car, he oscillated back and forth unsteadily, meanwhile gazing thoughtfully into the upper portion of the car. The other sardines in the car were pressing him rather snugly; this braced him up some.

Suddenly as he gazed his face brightened and he suddenly bawled out:

"C'nductor! I shay, c'nductor—I wants you!"

"What's the trouble?" demanded the conductor with some asperity, elbowing his way toward the man.

"Where's the Sears building?"

"Sears building? It's not on this line."

There was a pause during which the man continued to gaze into the upper portion of the car.

"Do you want the Sears building?" went on the conductor.

"No," replied the man.

"Oh, you dunno what you want," snapped the conductor, as he turned away in disgust.

"Yesh, I do," declared the man with conviction—"I want spacesh. I want spacesh—thash wot I want—spacesh!"

All the car was listening by now.

The sandwiched jag pointed an unsteady finger toward the direction of his gaze. A great many eyes followed it. There in the corner of the car, flanked by an advertisement of six plates of soup for 10 cents and by another setting forth the merits of shoe polish, was this sign standing out in bold letters:

"For space in this car address — & Co., Sears Bldg., Boston."—*Boston Post*.